



INTERNATIONAL BUSINESS

Location Breda

The International Business graduate will help companies and organisations to grow beyond their national borders. During the programme you learn to identify business opportunities and how to make use of them. You learn how to solve complex business issues and how to choose the right strategy for a company to further grow, while taking economic, social and ecological aspects into account.



Philip-Peter Dietz
(Double Degree alumni,
graduated in 2016)

"I completed the first 2 years of my bachelor's degree in Reutlingen, before joining the International Business programme in Breda for the final 2 years. The combined Avans and ESB programme is one of the best in this subject area. Living and studying abroad turned out to be such an enriching experience! I had a wonderful time in Breda and learnt such a lot. Not so much about the subjects covered as from the projects and soft skills I wouldn't have acquired otherwise. These include working with others but, above all, working with students from different backgrounds. These are the skills that help prepare you for working life and that benefit me today in my job."

YOU

You are curious and you like to solve difficult and unexpected situations. You are concerned about people and planet, but also about profit. You like to interact with people who have a different background and you are interested in learning a new language.

THE PROGRAMME

The programme is built around six themes. Every 10 weeks you focus on one specific theme. You study subjects related to that theme, you train your professional skills and you work on a group project.

You also improve your Business English and you learn one additional language (French, German, Spanish or Chinese). Your coach will help you to further develop your personal skills.

Year 1

In the first year the foundation for the subsequent years of study is laid. You learn the basics of Supply Chain Management, Business Organisation, Marketing and International Trade. And you learn how to work together in small international student teams, how to conduct negotiations with international partners and you learn to correctly report research findings orally and written.

Year 2-3-4

In year two you will learn to plan and manage short-term projects. In addition, you can choose elective courses to customise your IB programme.

In the second semester you will make the first step into the business field during a 20 week work placement in an international company or organisation. As a junior-employee in one of the company's departments you will carry out daily activities. You will gain hands-on experience and a good sense of what an actual job in the organisation will be like!

The third year of your studies is about business expansion. You will learn how to manage, lead and execute business expansion projects and all the changes that come along with it. In the second semester you will study a minor about a topic of your preference. You can do your minor at Avans University or broaden your horizon via one of our partner universities across the globe.

Your final year is all about graduation. In the first semester you prepare the graduation project that you will execute in the second semester for an international company or organisation in the Netherlands or anywhere else.

OVERVIEW IB PROGRAMME				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Year 1	<ul style="list-style-type: none"> Supply Chain Management Business Opportunities Global and local marketing Trade activities 			<ul style="list-style-type: none"> Business Organisation Trade Activities
Year 2	<ul style="list-style-type: none"> Supply Chain Management Global and local marketing Trade activities 		Work Placement	
Year 3	<ul style="list-style-type: none"> Business Expansion Business Opportunities 		Minor	
Year 4	<ul style="list-style-type: none"> Graduation Preparation 		Graduation Internship	

International

You will study in English and your lecturers and fellow students come from all over the world. Lecturers have extensive international work experience and in class you will work on international projects. Like mentioned, you will gain international experience during your studies as you can spend your minor, work placement and/or graduation internship anywhere in the world.

WHY STUDY IB AT AVANS IN BREDA

The IB programme at Avans in Breda has been in the top of national rankings such as HBO Keuzegids since 2010, showing that the quality of the programme is perceived as high. The level of excellence is also demonstrated by the programme’s accreditation from national and international organisations.



The IB programme offers a unique Double Degree track. Students doing a Double Degree spend the first 2 years studying IB at Avans. Year 3 and 4 are spent at one of our partner business schools. Upon graduation students receive both the Bachelor of Business Administration degree of the Avans IB programme and the degree of the partner business school. We have Double Degree partners in Germany, France, Italy and Mexico.

Why study IB at Avans

- You can choose a Double Degree track
- Programme receives high (inter)national rankings
- You spend 1 year up to 2 years abroad
- You study English and one foreign language
- Truly international community with students and staff of more than 40 nationalities
- From year 2 you can add elective courses

ADMISSION REQUIREMENTS

The level of your prior education has to be equivalent to the Dutch havo, vwo or mbo 4 level. In addition, you must have English-language skills at IELTS 6.0 level and you should have graduated in mathematics, accounting or economics.

CAREER POSSIBILITIES

Work

The continuous rise in international trade means that there is a growing demand for business developers who understand how companies can grow across borders. With your Bachelor of Business Administration degree, the whole world will be open to you. Most IB alumni work in Marketing (22%), Sales (20%), Accounting/Finance (21%) and Logistics (5%).

Master

After your studies, you can pursue a master’s degree (Master of Science or Master of Arts) or take a postgraduate study programme to obtain a Master of Business Administration degree (MBA). Suitable master’s study programmes: International Management, Marketing Management, Financial Management, Logistics and Supply Chain Management. You can take these in or outside the Netherlands.

CONTACT US

IB programme enquiries

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“My name is Kristin Sergieva and I am from Bulgaria. I chose to study in the Netherlands because it is one of the best countries when it comes to education. The Netherlands offers amazing opportunities, helps you financially and offers high-level education at an acceptable tuition fee. I chose Avans because of its campus in Breda. Breda is perfect if you are a foreign student because you will be surrounded by people from different countries. Secondly, the IB programme at Avans is one of the best in Europe and I can honestly say that this is true. I have met a lot of different people, both students and teachers, who motivate me to work towards my goals and help me realise my dreams. The teachers are very helpful and always there if you need them. As an IB graduate, I want to establish myself in the world of business. Avans helps me take my first steps by letting me complete exchange programmes and internships all over the world.”

