

INTERNATIONAL BUSINESS

Location 's-Hertogenbosch

This innovative International Business programme prepares you for a career in global business. You will become an expert at doing business with excellent cross-cultural and multilingual capabilities.

YOU

As an enterprising individual, you like to set your own learning goals. You are open-minded, independent and adventurous, a global citizen eager to discover other ways of working, living and doing business. Your work makes an impact while respecting people and planet. Discerning and creative, you are a born communicator and language enthusiast. You embrace challenges and enjoy working as a team.

THE PROGRAMME

The 4-year programme consists of professional achievements to complete to become an IB professional. Based on your knowledge, experience and preferences you will develop your individual learning path while working on real-life projects, which you carry out with fellow students and professional field representatives. Each study year is divided in 2 semesters. You will choose and decide which projects, placements and trainings will help you to obtain the expected results in order to graduate.

The first year is a general introduction to international business: international sales and marketing, finance, organisation & people and supply chain and operations. You will work on your professional skills and cross-cultural capabilities including English and other modern languages. The year is divided in 2 semesters of each 20 weeks. Your progress will be assessed through group and individual assessments. Guest speakers, excursions and meetings with IB professionals are part of the programme.

As of year 2, you have the opportunity to decide on your focus area in international business. You will take study trips abroad, meet entrepreneurs and do research. You will do a work placement for 1 semester in year 2 or 3. In year 3 or 4 you will have the chance to specialize or broaden your scope with a minor. For your graduation project, you might do an assignment at an international company or an international research assignment for the Avans Centre of Expertise in Sustainable Business.



"My name is Jean-Gabriel Tarnaud and I'm from Germany. After spending my last semester as an exchange student in France, I decided I wanted to experience another neighbouring country and moved to the Netherlands for a semester. I chose the International Business programme at Avans mainly because of the PACE project. The implementation of a real business case next to the studies was a great way to apply everything learned so far. Classes were highly participative and the lecturers created a motivating environment for the students. Thanks to the mixed group of Dutch and international students I met people from all over the world with fascinating ideas and backgrounds. This semester was one of my most challenging and most fun at the same time. Studying at Avans greatly deepened my knowledge of business and brought me closer to my goal of working in Finance for an international company, while the amazing people here gave me the feeling of being at home."



Practical experience

You will have your first work placement in year 2 or year 3. This placement always takes place in a country that is not your country of origin. The placement is an introduction to the real work environment of international business. You will participate actively in various business activities and do research on potential opportunities, improvements or innovations within different business areas. A company mentor and your coach provide supervision and support. Through our business network event you have the opportunity to meet businesses who have placements available. Naturally, you are welcome to secure a placement at a different company yourself.

Besides a work placement you will have the opportunity to fulfill short-term placements at local companies as of year 1. The programme has an individual part: you can do a work placement for one day a week, spend a week doing a project at a company or participate in Avans Multidisciplinary Experience.

OVERVIEW IB PROGRAMME*

	Semester 1	Semester 2
Year 1	- Product Concept Research - Product Concept - IB Deal Development - IB Deal-making - Content Creation in combination with Business Research method & skills	- Concept Communication - Business Model Creation - Business Model Launch - IB Strategy Identification - IB Strategy Development in combination with Business Research method & skills
	Individual Profile: choose from 5 options	Individual Profile: choose from 5 options
	Communication skills, languages & intercultural awareness Personal Leadership	Communication skills, languages & intercultural awareness Personal Leadership
Year 2	IB programme year 2	IB programme year 2/3 Optional: work placement
Year 3	IB programme year 2/3 Optional: work placement	Graduation programme Optional: minor
Year 4	Graduation Programme Optional: minor	Graduation Programme in the Netherlands or abroad

* This programme has been introduced as per 2018-2019. More details on year 2 and further will be added during this year.

International

IB means international travel! As of year 1 we offer international excursions and project weeks. You can spend your placement at a company abroad, just like in year 4 for your graduation placement. In addition, you will be able to spend a semester studying at a university abroad, immersing yourself in a completely different culture. We have exchange agreements with partner universities throughout the world. We recommend international students to complete their placement in the Netherlands.

WHY STUDY IB AT AVANS DEN BOSCH

International Business helps you become a successful international business professional. You will become a global citizen with a solid knowledge base, proficiency in modern languages and a highly developed intercultural sensitivity and global mindset. Your cultural awareness helps you to make an impact with respect.

We offer you the unique opportunity to create your own learning path throughout the study programme. As your personal and professional development is at the core of our teaching, the programme uses a variety of learnings methods. Lecturers act as coaches: sparring partners who help you to solve problems, find answers, be creative and think outside the box. This programme has a strong focus on international marketing & sales and acquiring multi-lingual communication and cross-cultural skills.

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, with the exception of 'speaking'. For this component a subscore of 5.5 is allowed.

CAREER POSSIBILITIES

Work

The world of international business offers many opportunities, in The Netherlands or abroad. In multinational corporations with subsidiaries in the Netherlands. Or within family-owned, mid-sized companies with a strong ambition to develop their international sales. Governmental institutions in trade promotion or development, regional development agencies or large cities also offer opportunities for young International Business professionals.

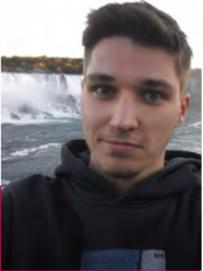
Master

Upon graduation, you may continue with a master's degree at one of the Dutch research universities or at one of the (partner) universities abroad. For example the Master in International Business at Tilburg University.

CONTACT US

IB programme enquiries

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"My name is Félix Giroud and I'm from France. This year I joined Avans for the International Business programme as an exchange student, and it has been most challenging so far, thanks to both the international stakes and to the relevance of the projects. All students and lecturers are committed to success and innovation in a way that amazed me, as I was used to more traditional programmes.

At Avans, I met up with the international student community but I also mixed with Dutch students as part of my project group work. It was a good opportunity to get advice on what to explore in the country! After graduating, I would like to work in international communications. International Business at Avans definitely provided me with the right tools and network to achieve this goal."