

's-Hertogenbosch

- Focus:
 - marketing, (intercultural) communication, sales
- Didactical approach:
 - Assignments: you work closely with companies. Real business issues (in the form of projects) are at the core of your programme.
 - Coaches: active learning is important in this programme. You will look for solutions to the business issues yourself. You as a student are in the lead. Coaches will guide and support you during the projects and in your personal development.
 - Individual learning path: As of year 2, you can decide your own learning path. Based on experiences, knowledge and interests you choose the content of the programme and the structure of the programme is flexible (order of work placement, graduation internship, minor).
 - Assessment: you will not be assessed on individual subjects but you will be assessed on the whole process of gained knowledge and communicative skills (both individually as in a group).
- Single Degree (BBA)
- 2-5 languages (English + French, German, Spanish, Dutch)
- International focus with growing number of international students/staff

Breda

- Focus:
 - international trade, supply chain design, project management
- Didactical approach:
 - Instructor: you work on real assignments and instructors train you via workshops, lectures and coaching sessions.
 - Structured learning path: structure of the programme (work placement, exchange, graduation internship) is predetermined, but you choose some elective courses from year 2.
 - Assessment: the moment of assessment is predetermined.
- Single Degree (BBA) or Dual Degree:
 - Dual Degree: Year 1 and 2 you study in Breda, year 3 and 4 you study at partner school (Germany, France, Italy, Hungary or Mexico. After four years of studies you obtain two bachelor degrees.
- 2 languages (English + French, German, Spanish, or Chinese)
- Strong international focus and accreditations, student/staff community of > 40 nationalities

Similarities

- Preparation for an international business career
- BBA diploma (Bachelor Business Administration)
- Assignments based on real-life business cases
- ≥1 year abroad (work placement, minor or graduation)
- International students/staff community
- Both programmes are fully taught in English