

Degree Programme in International Business

Subject specific competences

International Business Awareness
<ul style="list-style-type: none"> ▪ Ability to outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalisation, the influence of increasing globalisation, international trade systems and financial relations and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) in international business. ▪ Ability to assess the impact of these trends of the international business environment on one's own activities as well on business policy.
Intercultural Adaptability
<ul style="list-style-type: none"> ▪ Ability to assess the differences between national, organizational and occupational cultures and to outline strategies for adapting to these differences in e.g. human resources management, marketing and intercultural communication. ▪ Identification of the relevant dimensions of cultures and development of self-awareness of one's own cultural background. ▪ Ability to adapt one's behavior to the standards in other cultures and can maintain an international network essential to one's tasks.
International Operations Management
<ul style="list-style-type: none"> ▪ Ability to assess processes and make decisions involved in developing international, i.e. export/import operations, focusing on supply chain management and to explain the meaning and application of key logistical concepts.
International Marketing Management
<ul style="list-style-type: none"> ▪ Ability to perform a country-analysis on a macro, industrial and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition. ▪ Ability to formulate market-entry strategies, to draft an international marketing plan and to implement, co-ordinate and control the international marketing (and sales) programme and projects. ▪ Ability to create, develop and maintain profitable customer relationships.
International Strategic Management
<ul style="list-style-type: none"> ▪ Ability to use conceptual and visionary skills to contribute to the development, evaluation and implementation of the internationalization strategy of a company. ▪ Ability to pro-actively seek and commercially evaluate business opportunities for both new and existing products. ▪ Risk-taking ability in order to optimize business profit. ▪ Ability to write and defend a business plan for a (start-up) company. ▪ Ability to perform a variety of cost and revenue calculations and to transform these data into information needed for decision making and budgeting process. ▪ Ability to contribute to and evaluate key accounting summaries and investment opportunities.
Organisational Development
<ul style="list-style-type: none"> ▪ Ability to research and analyse relevant international business problems, to propose policy goals and objectives and to prepare alternative solutions in order to optimize business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organization.