International Business

Course offer for exchange students

Academic year 2026/2027

UNIVERSITY OF APPLIED SCIENCES

International Business

International Business (IB) focuses on a hands-on approach to entrepreneurship, management, sales, marketing and financial management. You will learn how to streamline company processes, think commercially and work within a financial framework. We welcome exchange students in our fall and spring semester.

In the Fall semester the IB programme for incoming exchange students like you consists of two Business Packages. Business Package 1 consists of courses also taken by the regular 4th Year students, Business Package 2 consists of courses mainly taken by regular 2nd Year students of International Business. Students who need less than 30EC can drop courses. Mixing courses from the packages is not possible because of time-table restrictions.

For a brief overview go to the next page. For detailed course descriptions go to subsequent pages.

Timeline of International Business courses and tests

Under Dutch law, every student is entitled to re-sit each test once per year. It is crucially important that you do not schedule your homeward travel before the re-sit opportunity. Test dates are usually finalized three to four weeks in advance. Test weeks, however, are already known now. The full year plan can be found here.

Fall semester

Introduction week fall semester	from Monday, August 24th 2026
Start classes fall semester	from Monday, August 31st 2026
Christmas break	Expect your last classes on December 18th 2026 and the first on January 4th 2027
End of fall semester	Friday, January 29th 2027

Spring semester

Introduction day spring semester	Monday, February 1st 2027
Start classes spring semester	Monday, February 1st 2027
End of spring semester	Friday, July 2nd 2027

Course offer International Business 2026/2027

Fall Semester

Business Package 1 - for advanced students with a good level of English and working experience (internship or other)

Course code	Course name	ECTS	Quarter	Year HZ IB Curriculum
CU34572V23	Geopolitics	2	1	4
CU34575V24	Supply Chain Management & Finance	4	1	4
CU34577V20	Human Resource Management	2	2	4
CU34578V23	Corporate Strategy and Governance	6	1	4
CU34579V23	Marketing, Sales and Analytics	8	2	4
CU34609V20	IB Focus 09-Sustainable Practice	2	1	4
CU34610V20	IB Focus 10-Data Analysis	2	2	4
CU34614V20	Sustainable Business Project	2	1	4
CU34634V22	Business Improvement Tools & Techniques	2	2	4
	additional courses			
CUXXXXX	Dutch Culture & Language	2.5	1 / 2	
	HZ-Explore	2.5	1 / 2	

Business Package 2 - for students who come to improve their English and/or have no working experience

Course code	Course name	ECTS	Quarter	Year HZ IB Curriculum
CUIBY2C10	Supply Chain Re-Design	5	1	2
CUIBY2C11	International Negotiations	5	1	2
CUIBY2C12	Strategic Leadership	5	1	2
CUIBY2C13	New Product Development	5	2	2
CUIBY2C14	Exploring World Economics	5	2	2
	HZ-Explore	2.5	1 / 2	
CU34638V21	Dutch Culture & Language	2.5	1 / 2	

Spring Semester

Course code	Course name	ECTS	Quarter	Year HZ IB Curriculum
CU39600	Student Start Up	27.5	3 / 4	2
CU34638V21	Dutch Culture & Language	2.5	3 / 4	
	HZ-Explore	2.5	1 / 2	

Course descriptions

For more detailed information on the International Business programme click here.
Choose English in the right upper corner, select the academic year and programme (see screen shot below).
If the regulations for next academic year have not yet been published, please consult the regulations of the current academic year.

HZ Course and Examination Regulations

1 documents

HZ Course and Examination Regulations (CER's) and Implementation Regulations (IR's) for degree programmes.

All CER's and IR's | OER-en van HZ | UR-en van opleidingen Business, Vitality & Hospitality | UR-en van opleidingen Health, Education & Wellbeing | UR-en van opleidingen Technology, Water & Environment

2025-2026 | All titles | International Business | English | Search...

Document	Academic year
IR B FT International Business 30029 • Bachelor of Business Administration • International Business • English	2025-2026

Brief Course descriptions

Block / Semester: B1	
CUIBY2C10	**Title: Supply Chain Re-Design**
Course information	
Amount of study credits: 5	**Language:** English
Conditions for course participation: None	
Conditions for test participation: None	
Assessability criteria: None	
Brief description of course content: Over the past decade, escalating disruptions, from natural disasters and labour shortages to geopolitical tensions and climate change, have exposed critical vulnerabilities in global supply chains, with more turbulence inevitably on the horizon. As a result, companies must reinvent their supply chains from lean and global to resilient, sustainable, and responsive, all while maintaining cost competitiveness. The challenge goes beyond short-term crisis response: disruption is now the permanent reality, and incremental fixes are no longer sufficient. Your task is therefore to redesign a company's international supply chain, grounded in thorough analysis and powered by digital tools, striking the right balance among resilience, responsiveness, cost, and sustainability.	
Course learning outcomes: By the end of this course, the student will be able to demonstrate the following learning outcomes: **PLO 1:** 1IL-E **PLO 2**: 2IL-A; 2IL-C	
Compulsory literature: None	

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Portfolio	Portfolio	100%	5.5	B1.8, B1.9

Block / Semester: B1	
CUIBY2C11	**Title: International Negotiations**

Course information

Amount of study credits:	**Language:**
5	German French Dutch Spanish English

Conditions for course participation:

None

Conditions for test participation:

Submission of the Negotiation Brief (group) is required to participate in the oral negotiation assessment.

Assessability criteria:

None

Brief description of course content:

This course focuses on the preparation and execution of international business negotiations. Students learn how to analyze negotiation contexts, define organizational interests, and develop structured negotiation strategies.
Key topics include negotiation approaches (distributive and integrative), BATNA and ZOPA, persuasion and bargaining techniques, negotiation styles, intercultural communication, and relationship management.
Students apply these concepts in a Moot Court–style negotiation simulation in which teams represent a buyer or seller in an international business deal. Preparation includes developing a Negotiation Brief with company objectives, counterpart analysis, and a proposed negotiation strategy.

Language component: This Language Component complements the International Negotiations course by primarily developing students' oral and intercultural communication skills in French, German, Spanish, or Dutch, while also addressing selected written elements relevant to professional business contexts. Through role-plays, simulations, and negotiation tasks, students learn to introduce their company, present strategic objectives, formulate proposals, express agreement and disagreement diplomatically, and respond effectively in discussions. Emphasis is placed on intercultural communication and appropriate professional interaction across cultures. This language course builds on the previous A2-level course and aims to develop the linguistic competence required to reach the B1 level of the CEFR.

Course learning outcomes:

After completing this course, students are able to:

1. Analyze negotiation situations by identifying company objectives, interests, and constraints.
2. Prepare a structured negotiation strategy including BATNA, reservation point, and bargaining space.
3. Conduct a professional international negotiation using appropriate communication and bargaining techniques.
4. Analyze the negotiation counterpart and anticipate possible strategies.
5. Demonstrate effective teamwork, intercultural communication, and professional behavior during negotiations.

Relation to PLOs:
PLO 3: 3IL-C, 3IL-D
PLO 4: 4IL-D

Language(s) learning outcomes:

1. Communicate negotiation positions and proposals in the target language using clear and simple spoken language

2. Express agreement, disagreement, and compromise using appropriate business and negotiation vocabulary.
3. Demonstrate awareness of intercultural communication differences when negotiating with international partners.

Relation to CEFR:
OSI, OSP, LR, VR, GA, VC, PC, SP, SF, COH

Compulsory literature:

The lecturers will provide all necessary materials via Learn

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Oral assessment	Report and presentation (Negotiation Brief and Moot Court negotiation)	70%	5.5	B1.8, B2.8
TOETS02 (VT)	Oral assessment	Group negotiation in Dutch/French/ German/Spani sh	30%	5.5	B1.8, B2.8

Block / Semester: B1

CUIBY2C12	**Title: Strategic Leadership**

Course information

Amount of study credits:	**Language:**
5	English

Conditions for course participation:

None

Conditions for test participation:

None

Assessability criteria:

None

Brief description of course content:

In today's rapidly evolving global business environment, strategic leaders must navigate complexity, foster innovation, and deliver sustainable results across diverse contexts. This challenge equips second-year International Business students with essential knowledge on strategic management, leadership styles, corporate governance, technology management, sustainability, ethics, and change management. Through weekly engagement with seminal academic papers, students explore foundational theories, frameworks, and empirical insights that shape modern organizations. This academic immersion builds analytical depth, enabling participants to connect core concepts to real-world business dynamics.
The challenge broadens perspectives by featuring insights from industry leaders through company presentations, highlighting practical applications of strategic principles. Students examine how effective leadership integrates governance, technology, and sustainability to drive adaptability and long-term value creation. Emphasizing reflective practice and interdisciplinary thinking, the unit prepares learners for high-stakes multicultural environments, including the Student Startup and year abroad. By mastering these interconnected domains, participants develop the foresight and acumen to lead responsibly amid uncertainty and transformation.

Course learning outcomes:

After the completion of this unit, you are expected to:

- identify key arguments, frameworks, and empirical findings from assigned academic papers on strategic leadership topics
- critically evaluate leadership styles and their alignment with organisational contexts in real company cases, using relevant theory
- assess corporate governance structures presented by companies, identifying strengths, risks, and improvement recommendations
- apply strategic management principles to analyse technology adoption or sustainability challenges in organisational settings
- formulate evidence-based recommendations for managing organisational change, drawing from paper insights and company examples

The programme learning outcomes that are linked to this unit:

PLO1: 1IL-B
PLO2: 2IL-A
PLO3: 3IL-C

Compulsory literature:

The lecturers will provide all necessary materials via Learn

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Portfolio	Portfolio	100%	5.5	B1.8, B1.9

Block / Semester: B2

CUIBY2C13	**Title: New Product Development**

Course information

Amount of study credits:	**Language:**
5	English German French Dutch Spanish

Conditions for course participation:

None

Conditions for test participation:

None

Assessability criteria:

None

Brief description of course content:

Students will engage in research techniques to understand what problems exist in the marketplace and innovation toward the development of a product or a service that they believe will both solve one of the problems they have identified and is suitable for a chosen market. Students must demonstrate level-appropriate research and analysis skills and satisfactory ability to prototype and problem-solve in an innovative way. Pitching skills will be used, and students will demonstrate and market their new products in a second language. Each language builds on the previous A2-level course

and aims to develop the linguistic competence required to reach the B1 level of the CEFR.

Course learning outcomes:

At the end of this course students will be able to:

- Use research techniques to understand what problems and opportunities exist in the marketplace
- Use structured innovation techniques to develop a marketable product or a service idea in response to identified problems and opportunities
- Possess level-appropriate communication skills and proficiency for a second language
- Present the characteristics of a product
- Present the key features of a market to support a product development proposal
- Possess a satisfactory ability to problem-solve in an innovative way
- Develop and present a new product marketing strategy

Relation to PLOs:
PLO 1: 1IL-A, 1IL-C;
PLO 2: 2IL-D;

Relation to CEFR:
OSI, OSP, LR, VR, GA, VC, PC, SP, SF

Compulsory literature:

Value Proposition Design, A. Osterwalder, Y. Pigneur, 1st edition, ISBN: 9781118968055

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Portfolio	Portfolio	50%	5.5	B2.8, B2.10
TOETS02 (VT)	Oral assessment	Fair + presentation	50%	5.5	B2.4 / B2.8, B2.8 / B2.10

Block / Semester: B2

CUIBY2C14	**Title: Exploring World Economics**

Course information

Amount of study credits:	**Language:**
5	English

Conditions for course participation:

None

Conditions for test participation:

None

Assessability criteria:

None

Brief description of course content:

Businesses have several strategies available to grow and expand, one of which is tapping into a new market with an existing product or service. Doing this properly requires extensive and in-depth research into potential markets before choosing one and taking the leap.
Students work as International Business professionals to find the most suitable foreign market for company XX in region

ZZ for their product/service YY, from an economic perspective, on the micro and macro levels. Of course, they do not only want to know which foreign market is the most suitable NOW, but also in the future. Your research should therefore not only focus on current macro- and microeconomics trends and developments, but also on (likely) future scenarios. This implies the evaluation of a Geopolitical context and potential scenarios that will take place in the coming years. The essence of this challenge is researching foreign markets (micro and macro-economic aspects) and selecting the most suitable one.

Course learning outcomes:

PLO 1: 1LL-A; 1IL-C; 1IL-D
PLO 3: 3IL-G

Compulsory literature:

None

Assessment information

Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Report and presentation	50%	5.5	B2.6, B2.7
TOETS02 (VT)	Written knowledge test	Written test	50%	5.5	B2.8, B2.10

Block / Semester: S2

CU39600	**Titel: Student Startup**

Course information

Number of credits:	**Language:**
27,5	English

Conditions for participation in the course: none

Conditions for participation in one or more assessments: none

Assessability criteria:

- All performances requested in the assessment task have been delivered in full and in accordance with the assessment task.

Brief description of course content:

In the semester Student Startup you will learn entrepreneurial skills and develop an entrepreneurial mindset and keep it appropriate for an entrepreneurial professional. Complex issues require entrepreneurial solutions from different disciplines. You look for opportunities to solve a problem or meet a need. You will set up a company together with other students and develop concrete solutions that you test and validate. You improve the solutions and ensure that they realize both economic and social and/or ecological value.

To make the company a success, you will follow workshops and receive coaching from experienced teachers and entrepreneurs. The workshops focus on all aspects you need to become an entrepreneurial professional. These include idea and product development, testing and validation, finance, marketing & sales, personal leadership, design thinking and creative thinking.

Course learning outcomes:

Generic learning outcomes have been formulated for this course. These learning outcomes are related to learning outcomes of the course programmes that have included this course in the curriculum.

The generic learning outcomes for this course:

1. You recognize opportunities to create value for yourself, others, and society.
2. You will devise, validate, and test possible solutions to create social, ecological, and/or economic value for yourself, others, and society.
3. You determine your role in developing the solution, based on self-knowledge and build confidence in your own abilities.
4. You inspire and enthuse others to gain support for your solution and to contribute to it.
5. You use basic entrepreneurial skills for solutions that create value.
6. You determine goals and priorities, take initiative, realize actions and remain focused on the goal of value creation during implementation in the face of uncertainties and changing circumstances
7. You work together and use the knowledge, skills, and resources of others.

The course programme learning outcomes that are linked to this course:

PLO 1: 1IL-A; 1IL-C; 1IL-D; 1IL-E

PLO 2: 2IL-A; 2IL-B

PLO 3: 3IL-A; 3IL-B; 3IL-C; 3IL-D; 3IL-E; 3IL-F

PLO 4: 4IL-C; 4IL-E

Required reading:

The required literature will be listed on the Learn page.

Toetsgegevens

Assessment code	**Assessment form**	**Description**	**Weighting** (%)	**Passing grade**	**Assessment moments** (block codes)
TOETS01 (VT)	Portfolio	Burden of proof regarding 7 learning outcomes (group work and individual)	100%	5,5	B4.8 B4.10

CU HZ Explore

Within HZ Explore you will develop the skills that you find important for your personal and professional development. You will shape your own program and reflect on the approach you have chosen and the insights obtained. Being able to self-direct your own development is a crucial skill that the future field of work and rapidly changing society demands from you. Moreover, HZ finds it important that you have the opportunity to work on your personal goals, so you can personalize your study program. In this way we want to give you the opportunity to gain experiences, so that you can learn about your identity, can form new relationships with others and to learn about ways you would like to add value to the world. You can also work with HZ Explore on skills that will allow you to distinguish yourself in the labor market.

Dutch Culture & Language

Course especially for exchange students: CU34638V21 - Dutch Culture & Language (2,5 ECTS) This

class helps you to become knowledgeable in basic Dutch and introduces you to Dutch culture and history. It's offered every other week at the campus in Vlissingen.

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