

Project: Internationalisation Strategy – Expand into/in Europe

Students are required to work on an assignment regarding the internationalisation of a company into or in Europe. This activity is supported by lecture material, research skills workshop, cases, company visits and group discussion. An optional international field trip is planned to European locations with a high significance for international business, in this case Ireland.

Seminar: European regions, clusters, culture and people

This is a seminar type module which builds an appreciation of the diversity of the European business environment. Next to seminar activity, city field trips are organised.

European economics, trade and law

Fundamentals of the macroeconomic, legal and trade environment for business in Europe are taught through lecture. The module is finalised with a written exam.

International tax in Europe

Tax and accounting principles which are in practice in Europe are covered in this module and help develop a basic understanding of the conditions of doing business in this region. This module is finalised with a written exam.

Fresh supply chain and logistics (Euregion focus)

Supply chain principles and how they apply in the Euregion are taught through lecture. This module is finalised with a written exam.

Marketing in Europe

Marketing as it is practiced across the European region is taught through lecture. This module is finalised with a written exam.

Current Affairs in Europe

This module is designed to encourage students to familiarise with current affairs in the areas of business, economy and society specifically in Europe. In an interactive, tutorial setting students will be stimulated to identify and research current news items with a view to developing key research, assimilation and communication skills – with the added benefit of learning about current events in this region.

Dutch for Beginners

This Learning Arrangement (LA) helps the student to acquire a practical knowledge of spoken Dutch. This LA focuses mainly on spoken Dutch. However, listening, reading and writing skills are being considered as well.

German for Beginners

This course helps the student to acquire a practical knowledge of German. This course focuses mainly on spoken German. However, listening, reading and writing skills are being considered as well. The course will enable students to make themselves understood on a basic level in a German-speaking environment. Being able to speak basic German will also help students to function well within German society during their studies.