


INTERNATIONAL BUSINESS





Contact Us


International Business


The Hague University of Applied Sciences


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 If you have any questions about the programme content
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 [thehagueuniversity.com/programmes/bachelors/
international-business-4](https://thehagueuniversity.com/programmes/bachelors/international-business-4)

To apply scan the QR code:



Open Days

Saturday, November 4, 2023

Saturday, February 3, 2024

Friday, April 5, 2024

Personal and Professional Development
Global citizens
Industry expertise
Diverse classrooms

FOCUS ON CONTENT AND COMMUNITY
Professional Development
Diverse classrooms

Global DIVERSE CLASSROOMS
citizens INDUSTRY EXPERTISE
Diverse classrooms



- ✓ International Business (IB)
- ✓ 3 years (180 Credits)
4 years (240 Credits)
- ✓ The Hague University of Applied Sciences

thehagueuniversity.com

let's change
YOU. US. THE WORLD.

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

Welcome to International Business



International Business at The Hague University of Applied Sciences is a well-established and accredited English-taught undergraduate business program, recognized for our teaching methods, research and business engagement.

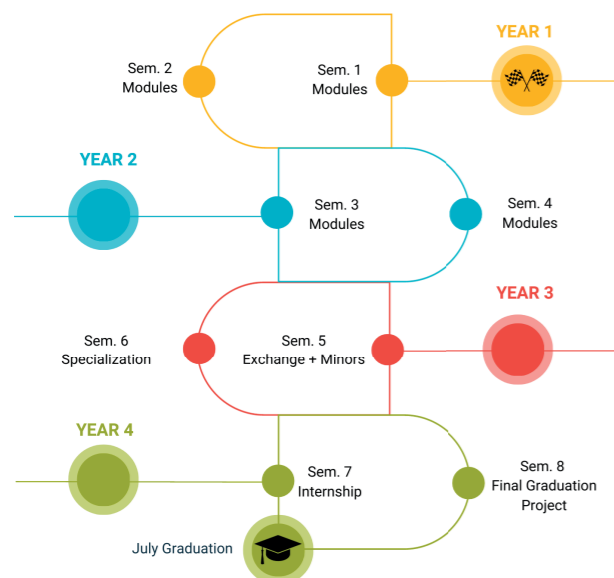
Our aim is to provide curious and internationally oriented students with the means to reach their potential as global citizens and responsible business professionals.

Curriculum 2024-2025 Four Year Program (FYP)			
Year 1		Year 2	
<ul style="list-style-type: none"> Business Mathematics Introduction to Business Communication Thinking in Action I: Introduction to Critical Thinking Accounting I Marketing & Sales Fundamentals People, Organisation & Environment Integrated Project 1: Creating Intercultural Business Solutions 	<ul style="list-style-type: none"> Statistics I Finance I Economics Business Communication: Public Speaking for Business International Business Law Introduction to Operations & Supply Chain Integrated Project 2: Business Plan Personal & Professional Development 1 	<ul style="list-style-type: none"> Accounting II Statistics II Language & Culture Elective I Operations & Supply Chain Corporate Social Responsibility Integrated Project 3: Global Business & Economic Analysis Thinking in Action II 	<ul style="list-style-type: none"> Finance II Management of Information I Integrated Project 4: Applied Quantitative Research Methods Advanced Marketing & Sales People & Organization II Language & Culture Elective II Personal & Professional Development 2

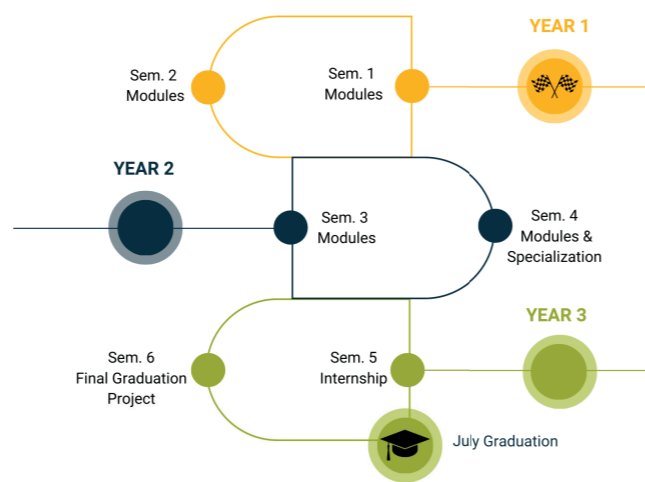
Year 3		Year 4	
<ul style="list-style-type: none"> Specialisations Integrated Project 5: External Business Consultancy Career Development 	<ul style="list-style-type: none"> Management of Information II Personal & Professional Development 3 Minor/Exchange 	<ul style="list-style-type: none"> Internship Final Graduation Project Personal & Professional Development 4 	

Curriculum 2024 - 2025 Three Year Program (TYP)			
Year 1		Year 2	
<ul style="list-style-type: none"> People & Organisation Economics Accounting I Thinking in Action II Marketing & Sales Fundamentals Finance I Statistics I Integrated Project A: Creating a Business Plan 	<ul style="list-style-type: none"> Management of Information I Statistics II International Business Law Introduction to Operations and Supply Chain Integrated Project B: Global Business Solutions Global Business Solutions Tools Personal & Professional Development 2 	<ul style="list-style-type: none"> Accounting II Operations & Supply Chain Advanced Marketing & Sales People & Organization II Integrated Project C: Applied Business Research 	<ul style="list-style-type: none"> Finance II Management of Information II Career Development Integrated Project D: Global Challenge Specialisations
Year 3			
<ul style="list-style-type: none"> Internship 	<ul style="list-style-type: none"> Final Graduation Project 	<ul style="list-style-type: none"> Personal & Professional Development 4 	

Four Year Program (FYP) Student Map



Three Year Program (TYP) Student Map



Specializations and Prospects:

Our students are offered three specializations to choose from. Having gained expertise in one of these, our graduates often become generalists with a wide range of duties in small and medium-sized companies. In larger, internationally operating companies or multinationals, they often have a more specialist role; listed below are the specializations offered at IB THUAS and examples of roles in the different functional areas that our graduates help fulfil.

Finance & Accounting

Ability: Evaluate the financial performance of organizations from the perspective of different stakeholders. Recommend financing possibilities in a dynamic international environment.

Profession:

- Financial analyst
- Financial management
- Financial specialist/advisor
- International treasury management
- Consultant

Marketing & Sales

Marketing & Sales

Ability: Develop a well-founded marketing plan to support the creation of value for international customers. Use appropriate sales techniques in support of durable customer relationships. Incorporate developments of the digital landscape in a marketing strategy.

Profession:

- Export management and import management
- Sales management and account management
- Internal sales/purchase department employee
- Marketing management
- Product management
- Communication, PR and event management
- Online, social media management
- Product/business development management
- Foreign trade advisor/consultant
- Consultant

Operations & Supply Chain

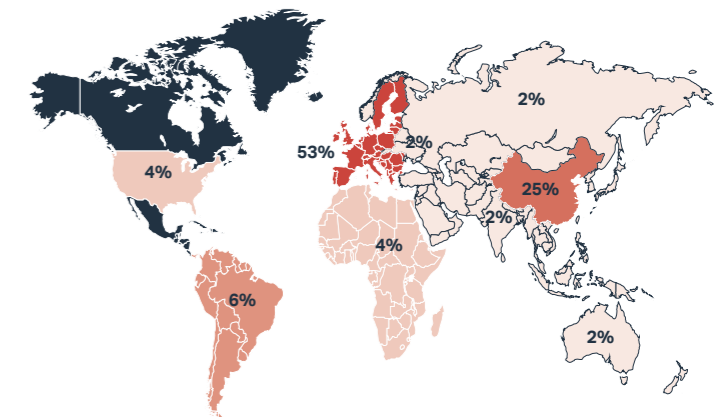
Ability: Evaluate and manage the operations processes within and between organizations.

Profession:

- Logistics and inventory planning management
- Lean and material flow management
- Operations management
- Process management
- Procurement management
- Quality management
- Consultant

Educational partners

Distribution of in and outbound exchange students per continent, from and to 45 countries worldwide.



Internship partners

Student numbers

Average number of internships per year: 200

Business sector

