2021 – 2022

University of Applied Sciences Windesheim



FULL-TIME BACHELOR PROGRAMME

# International Business

## The Programme

Do you fancy an international business career? Are you looking for a university where your personal development is primary focus? Do you want to study in an environment with state-of-the art teaching methods to gain 21st century skills? Our programme offers courses (management, logistics, finance, marketing), workshops, working independently in our office setting, projects with companies, an work placement, study abroad and professional career counselling.

## Your Future

When you graduate, you have the knowledge and skills which are necessary for doing business around the globe. You know how to write an international marketing plan and you're able to manage international business processes. You know about the importance of differences in cultures and how to act accordingly, and of course you can communicate professionally in different languages.

## Does this sound like you?

- Looking for an international business challenge?
- Able to work independently at complex business problems?
- Level of English proficiency sufficient?

**Can you answer these questions with 'yes'? Then this might be your future study programme!**

## Special Features of this programme

A very practical approach: many projects with companies from year one • Small classes: **approximately 15 students** • Bachelor in Business Administration at one of the best Dutch Universities of Applied Sciences • Work placement abroad and study abroad

## Curriculum



| year 1 | year 2 | year 3/4 |
|---|---|---|
| • Finance and Accounting<br>• International Marketing (Research)<br>• Operations and Supply Chain Management<br>• Organizations and People<br>• Learning and Development<br>• Languages (German/French or Dutch for int. students)<br>• Career Counseling | • Finance and Accounting<br>• International Marketing (Research)<br>• Operations and Supply Chain Management<br>• Organizations and People<br>• Learning and Development<br>• Languages<br>• Work Placement abroad | • Family Business<br>• Sales Training<br>• Change Management<br>• Applied Business Research<br>• Languages<br>• Professional/ Personal Profile abroad<br>• Specialization |

The full programme is available at **www.windesheim.com/ib**



## Career Opportunities

You can start your career with:

- International project manager
- International business developer
- Global product manager
- International account manager

You can continue your career as:

- International marketing manager
- Export manager
- Head of international sales
- Director of the marketing department
- International consultant

# In brief

Duration:
**4 YEARS**

## START
SEPTEMBER 2022

## Location
Zwolle, the Neherlands

## Transition standard
You must have at least
**54**
**ECTS credits**
during year 1 to be admitted unconditionally to year 2.

## Degree
Bachelor of Business Administration

## Workload
36 hours per week
WORKLOAD

**16-18** contact hours
**14-18** hours for individual assignments, homework and group work

## € Cost (estimate)
**Tuition fees:** € 2168 (EU/EEA countries)
€ 6500 (other countries)
**Books/materials/etc:** max. € 600 per year
**Housing:** € 300 - € 450 per month
**Living expenses**: € 300 - € 400 per month
**Insurance:** € 80 - € 120 per month
**Visa** (if applicable): € 174 one-off sum

## Admission Requirements
- Dutch students: mbo4, havo or vwo (havo C+M with Ec, MO , Be, WiA or WiB)
- International students: equivalent diploma, e.g.:
  - International or European Baccalaureate Diploma
  - Fachhochschulreife or Abitur
- International students: proficient in English at B2 level (IELTS 6.0, TOEFL: internet 80, paper 550)
- Preferably a pass in economics and mathematics

## Student Finance System / Scholarship
The Dutch government has set up a funding system (student loan) for which international students may also be eligible to apply. Read more on www.duo.nl/particulier/international-visitor.
Windesheim doesn't provide scholarships.

## HOW TO APPLY
Check the 'How to apply' page on www.windesheim.com to read the step-by-step procedure. This will link you to go to www.studielink.nl, the Dutch national enrolment system, to submit your application there.
**Application deadline:** for Dutch students preferably before 1 May, ultimately 31 August, for EU/EEA students 15 June and for Non-EU/EEA students 1 June. You don't have to finish high school before applying.

## MEET US
Would you like to see more and meet us? Join us on our (online) Open Days, Webinars and as a Student for a Day! Check Windesheim.com/meetus

**Open Days 2021/2022:**
Friday 5 November
Friday 21 January
Friday 8 April

**Webinars**
13 October
15 December
28 April

## Want to know more?
Request our extended brochure at www.windesheim.com

## Contact

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