

International Business Relations

Course guide 2024-2025

Semester	Fall (semester 1)
Inholland location(s)	The Hague
Inholland faculty	Business, Finance & Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Value Creation and Competition	5	1017EXVCCZ
International Credit Risk Management	4	1017EXCRMZ
International Business Game	6	1017EXIBGZ
Innovation	4	1017EXIVNZ
Trends in Global Business and Finance	3	1017EXGBFZ
Emerging Markets	4	1017EXEMSZ
Sustainability	4	1017EXSUSZ

Content subjects

Value Creation and Competition

You will start by studying business models and tools to analyze the external environment of companies. After this you will carry out empirical research into the business models of a (self-chosen) company that operates on a global scale. You will write a report based on the research and take a written exam.

International Credit Risk Management

For most companies, credit risk management is a vital part of the financial function. You will learn how international companies select creditworthy customers, decide on payment conditions and use other tools to manage the risk of non-payment or late-payment. In different assignments you will analyze the credit management performance of existing companies and offer advice in your role as credit management consultant.

International Business Game

With fellow students you will manage an international smartphone company in an online management simulation game. Your goal is to win the game by taking smart decisions that allow you to reach your (financial) targets. Decisions will be made in areas like Marketing, Finance, HR, Logistics. Besides being in competition with other companies your management team will have to respond to major 'events'. This could be the opening up of a new market, an economic crisis or political turmoil. Assignments related to these events will allow you to score additional points. At the end of the game you will evaluate your performance, formulate a strategy for the future and hold an investor pitch for potential shareholders.

Innovation

Innovation is a major driver of change in many industries and can destroy the business models of existing companies. Your goal will be to identify the major risks and opportunities created by business model innovation in an industry of your choice. You will do empirical (group) research, and give strategic advice in the form of a TEDX-style video presentation.

Trends in Global Business and Finance

The world of business and finance is changing rapidly. Student who specialize in modern business studies, should be aware of these changes and trends and develop knowledge and understanding. This module focuses on recent trends that affect modern business and finance. After an introduction and overview of the trends in business and finance, students choose two

trends and relate these developments to an existing company. Techniques offered in this module consist of basics of research, scenario analysis, cost benefit analysis, economic essay writing, presentation skills.

Emerging Markets

Emerging markets typically attract western producers and exporters for the available potential growth opportunities. What can an organization expect when going to these markets? Can you find and capture the value? What are the uncertainties? We will discuss the markets, communication, and negotiation experiences. Financial and cultural preparation for the otherwise unknown.

Sustainability

Companies must organize their business in a sustainable way. It is not just production, but the whole process of value creation. The term 'cradle to cradle' is used in this respect. In this module sustainable economic growth of companies is the topic of study.

Learning outcomes

Learning outcome 1 (Strategic Management): Facilitate insight in the external environment of an organization and advise (line) management with the aim of making the correct business decisions. Modules: Value Creation and Competition, Emerging Markets, Global Trends in Business and Finance.

Learning outcome 2 (Performance Management): Select applicable methods for analysis aimed at making the right management decisions for an organization. Modules: International Business Game, Innovation, Sustainability.

Learning Outcome 3 (Governance, Risk, Compliance): Give advice about the design of information systems and business processes of an organization aimed at managing risk. Module: International Credit Risk Management.

Learning Outcome 4 (Finance): Give advice about financial issues, taking into account fiscal aspects and financial risks. Module: International Credit Risk Management.

Mode of delivery, planned activities and teaching methods

- General: an (optional) study trip to Berlin is part of the programme as are guest lectures and company visits
- Value Creation and Competition: (guest) lectures, self study
- International Credit Risk Management: (guest) lectures, Cashgame, self study
- International Business Game: online business game, lectures Intercultural Communication.
- Innovation: lectures, presentation workshops, group research
- Trends in Global Business and Finance: (guest) lectures, self study
- Emerging Markets: (guest) lectures, self-study
- Sustainability: (guest) lectures, self-study

Prerequisites and co-requisites

A good command of the English Language

Recommended or required reading and/or other learning recourses/tools

- License fee Business Game
- Gassmann, e.a., The Business Model Navigator, FT Publishing 2014, ISBN 978-1-292-06581-6
- All other material is provided in digital form on Moodle

Assessment methods and criteria

- Value Creation and Competition - written exam
- International Credit Risk Management - written assignment and consultation
- International Business Game - written assignments and presentation
- Innovation - TEDx video, oral assignments in class
- Trends in Global Business and Finance - written exam
- Emerging Markets - written exam
- Sustainability - assignments

Lecturer(s)

International Coordinator Business, Finance and Law and lecturer: Twan Franken - Twan.Franken@inholland.nl.

Other lecturers: Adul Kara, Kitty Lau, Jeroen Triesscheijn and Luc Salemans.