

Course Title	International Business Relations
Term	Term 1 & 2
Inholland Faculty	Faculty of Business, Finance & Law
Course code	Unknown
Inholland location	Den Haag/The Hague
Cycle	first cycle / undergraduate / Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	<p>Part 1 (sept-nov)</p> <ul style="list-style-type: none"> • Value Creation and Competition (4 ECTS) 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 operate on a global scale. You will write a report based on the research and take a written exam. • International Credit Risk Management (4 ECTS) We will teach you how companies, especially those that sell abroad, make sure that clients pay their bills (on time). All the steps in the credit management process will be discussed from accepting a new client, establishing payment conditions, to insuring credit risk and using a debt collection company. In the assessment you are going to analyze the problems of a fast growing company and advise them in your role as credit management consultant. • International Business Game (7 ECTS) You will be one of the members of the management team of an international consumer electronics company. Your goal is to win the game. This means that you have to take smart decisions that allow you to reach your (financial) targets. Besides competing with the other companies in the game you will be confronted with major 'events'. This could be the opening up of a new market or another economic or political event. Assignments related to these events will allow you to score additional points. At the end of the game you will report the results of your main shareholders. <p>Part 2: (nov -jan)</p> <ul style="list-style-type: none"> • Innovation (4 ECTS) 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

	<p>industry of your choice. You will do empirical (group) research, including expert interviews and give strategic advice in the form of a TEDX-style video presentation.</p> <ul style="list-style-type: none"> • Trends in Global Business and Finance (3 ECTS) • Emerging Markets (4 ECTS) <p>The growth of the world economy was dominated by the industrialized countries since the Second World War. It brought the Western economies unparalleled prosperity. Many countries did not fully share this increase in wealth, yet invested extensively in their economies. Around the millennium new economies like Brazil, Russia, India, China, called the BRIC countries became increasingly important in the world economy. Other countries followed. These emerging markets change the balance of economic power in the world economy and shifts growth away from the industrialized countries. In this module Emerging markets are the topic of study with a special focus on the financial sector. You will be assessed in a written exam with open questions.</p> <ul style="list-style-type: none"> • Sustainability (4 ECTS) <p>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.</p>
<p>Lecturer(s)</p>	<p>Coordinator/lecturer: Twan Franken (twan.franken@inholland.nl). Other lecturers: Rob van Wordragen, Kitty Lau, Rene van der Linden</p>
<p>Learning outcomes</p>	<ul style="list-style-type: none"> • 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 3 (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 4 (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 5 (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	<ul style="list-style-type: none"> • General: A 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, on-line Cashgame, self-study • International Business Game: lectures, on-line Business game • Innovation: lectures, group research • Trends in Global Business and Finance: (guest) lectures, self-study • Emerging Markets: lectures • Sustainability: lectures
Prerequisites and co-requisites (if applicable)	Good command of the English language
Recommended or required reading and/or other learning resources/tools	<ul style="list-style-type: none"> • Gassmann, e.a., The Business Model Navigator, FT Publishing 2014, ISBN 978-1-292-06581-6 • Other compulsory literature and resources will be published free of charge on Blackboard (on-line) • For the International Business Game each student will have to pay a license fee of €40.
Assessment methods and criteria	<ul style="list-style-type: none"> • Value Creation and Competition - written exam • International Credit Risk Management - written assignment + oral consultancy assignment • International Business Game - written assignments and oral presentation • Innovation - TEDx video • Trends in Global Business and Finance - written exam • Emerging Markets - written exam • Sustainability - oral and written assignments