

<b>Course title</b>	<b>International Business Relations</b>		
<b>Semester</b>	Fall (semester 1)		
<b>Faculty</b>	Business, Finance and Law		
<b>Language of instruction</b>	English		
<b>Cycle</b>	First cycle/undergraduate/Bachelor level		
<b>Location</b>	The Hague		
<b>ECTS (total 30)</b>	<b>Code</b>	<b>Subject Title</b>	<b>ECTS</b>
	1017EXVCCZ	Value Creation and Competition	5
	1017EXCRMZ	International Credit Risk Management	4
	1017EXIBGZ	International Business Game	6
	1017EXIVNZ	Innovation	4
	1017EXGBFZ	Trends in Global Business and Finance	3
	1017EXEMSZ	Emerging Markets	4
	1017EXSUSZ	Sustainability	4
<b>Course Content</b>	<p><b><u>Part 1 (sept-nov)</u></b></p> <p><b>Value Creation and Competition</b>  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.</p> <p><b>International Credit Risk Management</b>  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.</p> <p><b>International Business Game</b>  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</p>		

investor pitch for potential shareholders.

**Part 2: (nov -jan)**

**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.

**For an impression of the programme and other activities also visit:**

[International Business Relations - YouTube](#)

<b>Learning Outcome</b> <b>ss</b>	<p><b>Learning outcome 1 (Strategic Management):</b></p> <p>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</p> <p><b>Learning outcome 3 (Performance Management):</b></p> <p>Select applicable methods for analysis aimed at making the right management decisions for an organization. Modules: International Business Game, Innovation, Sustainability</p> <p><b>Learning Outcome 4 (Governance, Risk, Compliance):</b></p> <p>Give advice about the design of information systems and business processes of an organization aimed at managing risk. Module: International Credit Risk Management</p> <p><b>Learning Outcome 5 (Finance):</b></p> <p>Give advice about financial issues, taking into account fiscal aspects and financial risks. Module: International Credit Risk Management</p>
<b>Lecturer(s)</b>	<p>Coordinator/lecturer: Twan Franken: <a href="mailto:twan.franken@inholland.nl">twan.franken@inholland.nl</a></p> <p>Other lecturers: Rob van Wordragen, Kitty Lau, Jeroen Triesscheijn, Arnold Roozenbeek.</p> <p>International Coördinator BFL: Irina Rasseino <a href="mailto:irina.rasseino@inholland.nl">irina.rasseino@inholland.nl</a></p>
<b>Mode of delivery, planned activities and teaching methods</b>	<ul style="list-style-type: none"> <li>• General: An (optional) study trip to Berlin is part of the programme as are guest lectures and company visits.</li> <li>• Value Creation and Competition: (guest) lectures, self-study</li> <li>• International Credit Risk Management: (guest) lectures, Cashgame, self-study</li> <li>• International Business Game: on-line Business game, lectures Intercultural Communication.</li> <li>• Innovation: lectures, presentation workshops, group research</li> <li>• Trends in Global Business and Finance: (guest) lectures, self-study</li> <li>• Emerging Markets: (guest) lectures, self-study</li> <li>• Sustainability: (guest) lectures, self-study</li> </ul>
<b>Prerequisites and co-requisites (if applicable)</b>	<p>A good command of the English Language</p>

<p><b>Recommended or required reading and/or other learning resources/tools</b></p>	<p>License fee Business Game</p> <p>Gassmann, e.a., The Business Model Navigator, FT Publishing 2014, ISBN 978-1-292-06581-6</p> <p>All other material is provided in digital form on Moodle</p>
<p><b>Assessment methods and criteria</b></p>	<ul style="list-style-type: none"> <li>• Value Creation and Competition - written exam</li> <li>• International Credit Risk Management - written assignment and consultation</li> <li>• International Business Game - written assignments and presentation</li> <li>• Innovation - TEDx video, oral assignments in class</li> <li>• Trends in Global Business and Finance - written exam</li> <li>• Emerging Markets - written exam</li> <li>• Sustainability - assignments</li> </ul>