Vak: Internationalisation — credits: 30

Vakcode	BKVH253INT
Naam	Internationalisation
Studiejaar	2026-2027
ECTS credits	30
Taal	Nederlands
Coördinator	C. Lammerts

Werkvormen	Gastcollege Individueel Intervisie Opdracht Projectonderwijs Werkcollege
Toetsen	Internationalisation - Opdracht LOL 1: Bedrijfskundig handelen - Opdracht LOL 2: Onderzoeken - Opdracht LOL 3: Innoverende en ondernemende houding tonen - Opdracht LOL 4: Verbinden - Opdracht LOL 5: Persoonlijk leiderschap tonen - Opdracht

Leeruitkomsten

Geen tekst beschikbaar

Inhoud

Description of the professional task/assignment:
Semester 4 (year 2) has been given the theme 'Internationalisation'. In this semester the focus is on the business administration roles of 'Design and changes'. The participating students will gain more experience in the field of internanational business. Foreign markets, strategic choices, intercultural aspects and export are examples of themes that play a role in this semester.

In order to achieve a successful entry into a new foreign market, we are working on, among other things, this semester:
- gaining insight into various related interantional business issues
- being able to understand why access to new foreign markets is sometimes necessary or attractive
- gaining insight into the concept of data analytics and big data and its application in practice;
- being able to apply theories, models and methods
- being able to formulate a research method
- being able to recognize what your team needs and what team behavior is necessary to contribute to the project
- being able to advise on an internalisation strategy and plan (based on the on the principles of triple layered business model canvas)
- advising the client where the business case is part of the go / no go decision
- contributing to cultural- and ethical issue(s)

Focus on a combination of the roles of:
- ‘Diagnosticus’ / 'Diagnostician': before a design of the desired situation can be made, it is important to know, among other things, what causes the problem or what the GAP is in relation to the current situation and what the scope of the problem is.
- ‘ Ontwerper' / ‘Designer': determining the specifications that the design must meet and creating the desired situation in conjunction with the stakeholders. Multiple value creation is the starting point here.
- ‘Veranderaar’ / 'Change agent': guiding and developing people and organizations and including them in changes by creating a connection between change content and change process, making co-creation possible.

N.B. The above have been translated into behaviours included in the description of the LOLs.

The whole of assignments / tasks is reflected in the portfolio. The portfolio describes the final level, from there the level 2. The student reflects on the behaviour and uses evidence – collected in this

semester – to demonstrate that the level has been achieved. Based on the CGI at the end of the semester, the five LOLs are tested.

Opgenomen in opleiding(en)

Bedrijfskunde in 3 jaar (curriculum 2025)

School(s)

Business & Recht

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