

## Vak: Essentials of Business

credits: 5

**Vakcode** LBVP26ESB1C  
**Naam** Essentials of Business  
**Studiejaar** 2026-2027  
**ECTS credits** 5  
**Taal** Engels  
**Coördinator** T.J. Bonsing

**Werkvormen** Simulatie  
**Toetsen** Other assessment - Overige toetsing

### Leeruitkomsten

#### **PLO1: International Business Opportunities**

Students develop foundational knowledge of how organizations operate in competitive international markets by interpreting market signals and evaluating strategic options.

##### **Learning Line: Management**

CLO1: The student can analyse market and competitor data to compare business objectives and recommend basic strategic and tactical actions.

#### **PLO2: Business Transformation**

Students examine how managerial decisions influence business performance and exPLOre opportunities for operational improvement.

##### **Learning Line: Management**

CLO1: The student can apply basic financial, process, and performance data to make operational decisions and propose improvements to simulated company performance.

#### **PLO3: Relationship Management**

Students develop collaborative skills required for effective teamwork and shared responsibility in a business context.

##### **Learning Line: Global Mindset and Professional Development**

CLO1: The student can collaborate in a simulated management team, assume a defined role, and contribute to joint decision-making under time constraints.

CLO2: The student can communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience.

#### **PLO4: Self-Management**

Students strengthen professional effectiveness by managing responsibilities, reflecting upon performance, and identifying areas for ongoing development.

##### **Learning Line: Global Mindset and Professional Development**

CLO1: The student can manage responsibilities and deadlines in a simulated business context and reflect on personal contributions to identify professional development needs.

### Inhoud

Students manage a virtual company in a competitive simulation. Acting as a board of directors, they make decisions across core business functions, develop and practice entrepreneurial thinking. The simulation highlights how business strategies impact performance, people, and processes. Students reflect on cause-effect relationships, team dynamics, and sustainable value creation. The course promotes responsible decision-making and cross-functional collaboration, contributing to SDG 8: *Decent Work and Economic Growth* through experiential learning in sustainable business practices.

### Opgenomen in opleiding(en)

International Business 4 Year

### School(s)

Business & Recht

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