

Bachelor of Business Administration Program

INTERNATIONAL BUSINESS



Specialization:
✓ **International Business and Management**

Nationally and internationally accredited by:

- Nationaal Orgaan Voor Accreditatie (NOVA)
- International Accreditation Council for Business Education (IACBE)

FHR School of Business is part of FHR Institute for Higher Education (FHR). FHR offers several undergraduate and graduate programs since 2000. The School of Business offers a Bachelor of Business Administration (BBA) program, which is locally accredited by the Nationaal Orgaan voor Accreditatie (NOVA) and internationally by the International Accreditation Council for Business Education (IACBE). In addition to the 4-year Bachelor of Business Administration (BBA) program that consists of ten specializations that align with the four majors (Finance, Management, Law and International Business), the pre-bachelor program is offered to students who do not meet (all) the admission requirements of the bachelor program.

Bachelor of Business Administration (BBA) Program

The **Bachelor of Business Administration (BBA)** program is lectured over four years and consists of two levels:

Level 1: Professionalization (Basic program and majors)

In the **basic program**, the various disciplines of business aspects are dealt with, with the business cycle running as a common thread throughout the program. The processes of the life cycle of the company are addressed in the curriculum during the first three semesters as three themes, namely 'business environment and planning', 'business planning and operations' en 'business consolidation'. At the start of the program, the characteristics of these processes are presented separately but as the program progresses, they become coherent. This happens for example in projects, assignments and cases. Theoretical basic knowledge is central in the form of professional competences related to the core subject areas of the BBA-program, in combination with the development of an integrative view and the development of generic competences.

The **basic program** lasts one and a half years or three semesters. After the third semester, the student continues with the major **International Business**. Other than International Business, the student is also able to choose from the other majors after the basic program: Finance, Management, Law (all three in Dutch), but will be required to take the "Hogeschooltaal" B2-level test in Dutch. The student makes a well-considered choice, because the basic program provides good insight into the content and the professional field of the different specializations. After successfully completing the first two years of the BBA-program, the student can choose to obtain an **Associate Degree** in the chosen major. After successfully completing the associate level test, the starting associate professional is able to:

1. Recognize and describe existing connections among ideas or solutions in the introductory concepts of traditional areas of business,
2. Communicate effectively via multiple channels of exchange/interaction, including oral and written,
3. Recognize skills required in planning, organizing, controlling, and leading of a successful team in a business scenario,
4. Recognize business, ethical, and cultural issues within a global environment and
5. Demonstrate an ability to find and use reference tools and utilize them in decision-support.

Level 2: Qualified to start (Specialization)

At level 2 (year 3 and year 4), the program becomes specific through in-depth knowledge subjects and integrated assignments. From the third year onwards, the program varies from specialization.

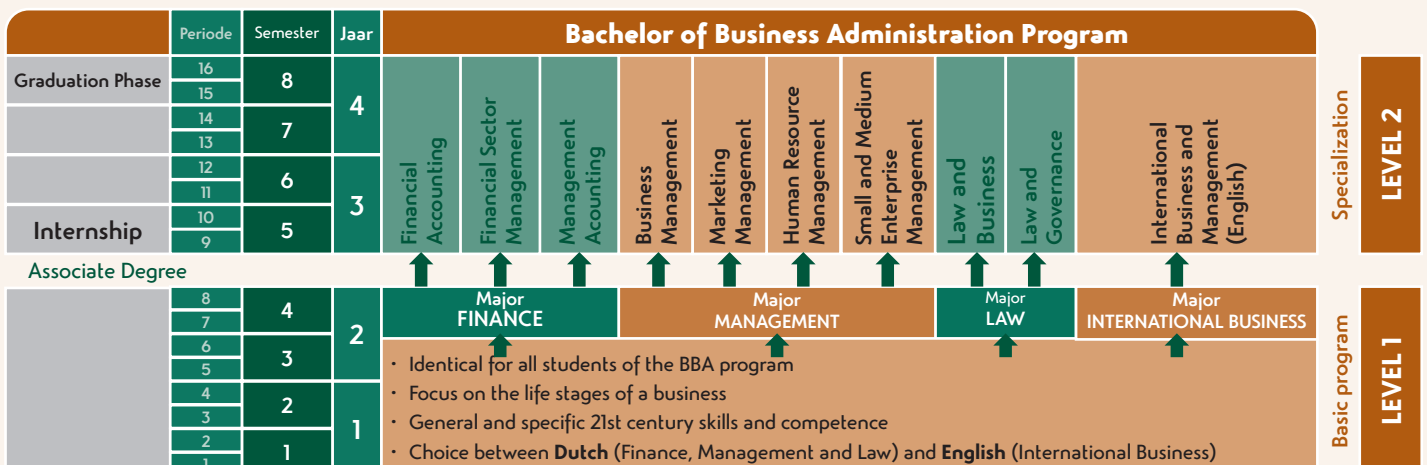
These specializations are (depending on the major chosen in year 2):

- **Finance:** *Management Accounting, Financial Sector Management and Financial Accounting;*
- **Management:** *Marketing Management, Small and Medium Enterprise Management, Business Management and Human Resource Management;*
- **Law:** *Law and Governance and Law and Business;*
- **International Business (English):** *International Business and Management.*

In the third year, an internship will take place. The fourth year ends after students have been able to create, present and defend their final thesis, which will be done based on practical research. The specific knowledge linked to the specialization in the third and fourth year will be placed on top of the broad knowledge base that the students have acquired in the first two years. This way, students will be able to place specific knowledge in a broader context and to make a well-considered choice for a specialization.

After successful completion of the bachelor level, the starting bachelor professional will be able to:

1. Apply major concepts within the traditional vocational areas of business,
2. Apply strategic planning skills to effect a change initiative in a business scenario,
3. Utilize research skills and apply decision-support tools to support business decision-making in a global environment,
4. Demonstrate the ability to contribute to the development of a high performing team and collaborative environment,
5. Obtain and process information in order to make decisions and solve problems in an integrated manner,
6. Deliver effective and professional communication using a variety of delivery venues,
7. Demonstrate how to deal with conflicts of private and public interests and
8. Apply legal, ethical and economic standards in business decision making.



Curriculum Semester 1-3*

Semester 1 Business Environment & Planning	Semester 2 Business Planning & Operations	Semester 3 Business Consolidation
Project Management	Project 2: Business Planning (cont'd)	Project 4: Business Consolidation
Marketing Management 1: Introduction	Accounting 2	Financial Reporting 1
Management & Organization 1: Introduction	Finance 1: Financing & Investing	Human Resource Management 2: Labor Market
Economics & Business 1	Human Resource Management. 1: Introduction	Management & Organization 4: Quality management
Basic Research Skills	Process management	Property Law 2
Quantitative Methods 1	Introduction Tax Law	Language Proficiency: Spanish
Communication Skills 1	IB Project 3: Business Operations	International Business
Professional Skills 1: Critical Thinking	Marketing Management 2: Operational Marketing	IB Project 5: Business Consolidation
IB Project 1: Business Planning	Finance 2: Costs & Budgets	Financial Reporting 2
Accounting 1	Management & Organization 3: Logistics Management	HRM 3: HRM & Organizational Change
Management & Organization 2: Strategy	Property Law 1	Strategic Management & Marketing
Law and Society	Language Proficiency: English	Liability law
Economics & Business 2	Professional Skills 2: Creative Thinking	Professional Development-3
Quantitative Methods 2		Corporate Social Responsibility
Communication Skills 2		

* Subject to change

International Business

The major International Business continues after the basic program of the BBA-program. In the major, we are working on an additional specialism, in which you will be prepared for in-depth knowledge courses, and in-depth and integrating assignments for the internship, and subsequently for the final specialization resulting in the qualification 'professionalization competent'. At level 2 (3rd and 4th year), the study program becomes more specific through in-depth knowledge subjects and integrated assignments, and continues with the specialization. The internship takes place in the third year. The purpose of the internship is to give the student the opportunity to gain practical experience within the framework of the BBA-program, and to test the theoretical knowledge and professional skills that the student has learned in practice. Furthermore, the internship aims at further orienting the student on his/her career choice, and further developing themselves in a work situation in terms of attitude and behavior into a competent "business professional". It is therefore important that the internship matches the professional profile and competence map of the major that the student has followed, and anticipates the professional profile and competence map of the specialization that he/she intends to follow after completing the internship. In year 3, because the internship was completed in the first half of the year, the student has gained a good insight into the content and the professional field of International Business. The student continues with the specialization **International Business and Management**.

Curriculum Semester 4*

Semester 4 International Business

Consumer Behavior & CRM
Global Supply Chain Management
Operations Management (alleen voor de Management studenten)
Quantitative Methods 3: Inferential Statistics
Project: Professional Orientation 1
Professional Development 4
Language Proficiency: Spanish
Language Proficiency: English
QuickBooks: Basis
International Marketing
International Strategic Finance & Management
Consumer Law
Cross Cultural Management
Project: Professional Orientation 2

* Subject to change

International Business and Management (IBM)

An IBM graduate is an all-rounder, a business generalist with a specialization in International Business who has the knowledge and competences required to undertake responsibilities in several areas in the International Business environment such as management, marketing, finance and logistics. The IBM graduate can work both as an individual and as an active team member in an International Business environment, and is able to contribute to management control of a multinational organization by means of an integrated application of his/her knowledge.

The graduate will be able to adjust the quality of practice, management and leadership in organizations. Furthermore, he/she will be using skills such as critical thinking, problem solving and decision-making. The graduate will also have knowledge on how to analyze business issues in a multi-national organization and he/she will also be able to develop strategies to resolve these business issues.

Future perspective:

- **Export Manager:** An export manager is responsible for all activities involved in the export of goods and services. Your duties will include managing shipments and international orders and guaranteeing compliance with customs regulations. Some of your other working activities may include assisting in the development of sales materials, preparing marketing statistics, communicating directly with customers, organizing promotional events, conducting foreign market research and networking at sales events.
- **International Marketer (Junior):** As a junior international Marketer, you will be responsible for coming up with inventive and trendy marketing

strategies focused on the market outside of Suriname, analyzing sales and demand from the Caribbean and other foreign markets, creating captivating campaigns, tracking trends, and collaborating with international teams.

- **Assistant Accountant:** As an accounting assistant, you are mainly responsible for supporting the financial department in all accounting areas of the company, in which you are the crucial key person of the accounting manager. Some of your working activities may include financial reporting, preparing financial documentations, managing payrolls, completing bank reconciliations and handling client inquiries.

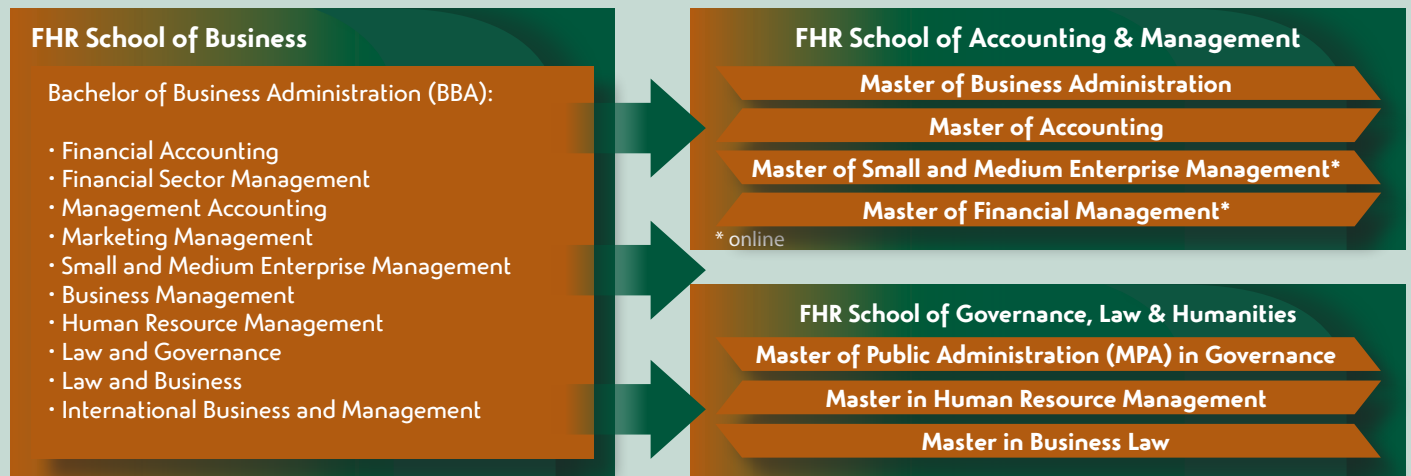
Curriculum Semester 5-8*

Semester 5 Internship	Semester 6 Go International	Semester 7 Entrepreneurship	Semester 8 Graduation
Internship (6 months) With a specialized assignment Closing presentation	International HRM Research Methodology I: Qualitative Research Methods International Business Challenges Professional Development: Personal Leadership International Marketing 2 Business in Emerging and Established markets International Financial Accounting QuickBooks (basics) Customer Relationship Management Online Marketing and Social Media Consumer Law Excel for Finance	International Financial Management International Trade and Business Law Research methodology II: Quantitative Research Methods Graduation Preparation Enterprise Resource Planning Business Game Business Innovation Thesis Workshop Business Pro Cases in Business Ethics Decision making & Negotiations Entrepreneurship	Practical research (6 months) Thesis defense

* Subject to change

Flow through master programs

The specializations have a threefold function: they deepen the knowledge and skills of the student's preferred professional field, they provide a frame of reference for writing the bachelor's thesis, and form, in terms of discipline (Management, Accounting, Governance, Humanities, and Law) and level (guaranteed by international accreditation), an appropriate approach to continue to one of the master's programs provided by FHR. The FHR bachelor's degree and a period of relevant work experience gained by most students practically in its entirety during the bachelor program gives admission to the master programs. The bachelor's degree program and the master programs therefore form two seamlessly connected stages in the career development of FHR students.



Education costs of the BBA program

Registration fee:	SRD 250,- (If the tuition fee is paid at once, this amount is waived)
Tuition fee:	€ 1.750,- per academic year (An interest-free payment arrangement with FHR School of Business is also possible)
Study material (E-Books):	€ 100,- per academic year
College language program:	€ 50,- (one-time payment/BBA-ENG), € 75,- (one-time payment/BBA-NED)

Payment discount • 30% discount in case of full payment at registration. • 20% discount when paying according to the general payment schedule.

Incentive compensation

A student who studies within the nominal period will receive an incentive, independent of the payment discount, in the form of a 30% or 50% discount.

Students are encouraged to make use of the Student Finance Fund (FSS), managed by the National Development Bank (NOB) to finance their tuition and study materials.