

International Business and Management (IBM)

The Bachelor of Business Administration (BBA) program lasts 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' and '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.

Curriculum semester 1-3*

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

* 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
Operations Management
Global Supply Chain Management
Qualitative Methods
Project: Professional Orientation 1
Spanish Language Skills 2-nonHST
English Language Skills C1-HST2
International Marketing
International Strategic Finance &
Management
Consumer Law
Professional Development: Internship
Preparation
Cross Cultural Management
Project: Professional Orientation 2

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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.
- **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.
- **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.

Curriculum semester 5 t/m 8*

Semester 5 Stage	Semester 6 Go International	Semester 7 Entrepreneurship	Semester 8 Graduation
Internship (6 months) With a specialized assignment Closing presentation	International HRM Research Methodology: Qualitative Research Methods International Business Challenges Professional Development: Personal Leadership & Ethic International Marketing Business in Emerging and Established markets International Financial Accounting QuickBooks (Advanced) Customer Relationship Management Online Marketing and Social Media Labor 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

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