

Bachelor International Business

Full time 2019-2020

RotterdamBusinessSchool.nl



ROTTERDAM BUSINESS SCHOOL
Rotterdam University of Applied Sciences





Study in Rotterdam

Studying at Rotterdam Business School means studying in the dynamic harbour city of Rotterdam, located in the Netherlands. Rotterdam offers the perfect location to embark on your international study career. Home to the largest port in Europe, Rotterdam has global trade and transport links. It is a gateway to Europe. A major factor of our success is staying closely tuned to the vibrance of the city.



30,000 container ships arrive in the harbour every year



80 new international firms settled in Rotterdam last year



700 restaurants are in the city with over 45 different styles



9,500 bicycles cycle across the Erasmus bridge every day



1,2 million inhabitants in the metropolitan region of Rotterdam



175 different nationalities working and living together



65,235 students studying at different universities in Rotterdam

As the second largest city of the Netherlands, Rotterdam is also known as the 'City of Architecture' because of the modern redevelopment after the Second World War. Not only are the buildings in Rotterdam innovative, but many of the inhabitants of Rotterdam are entrepreneurs as well. We are proud to be a part of this enterprising and multicultural city.

With various restaurants, bars, festivals and museums, Rotterdam has plenty to offer to our international students. Publications such as *The New York Times*, *The Wall Street Journal* and the *Lonely Planet* have nominated Rotterdam as one of the world's "must visit" destinations.





Export industry

The Netherlands is a big player in the export industry. Therefore, it houses several successful multinational companies such as Unilever and Shell. This creates many opportunities for people who wish to work in a multinational environment.



1602 The first stock market in the world was established in the Netherlands.

The lowest point in the Netherlands is **6,76 meters** below sea level.



Study in Holland

Rotterdam is located in the Netherlands, also known as Holland. The Netherlands is a friendly, tolerant and open-minded country. This openness is not only seen on a professional level, but also socially and culturally. This makes the Netherlands ideally suited for receiving students who seek to enrich their international knowledge.

17 million people live in an area of approximately 41,500 km². Therefore, the Netherlands is one of the most densely populated countries in the world.

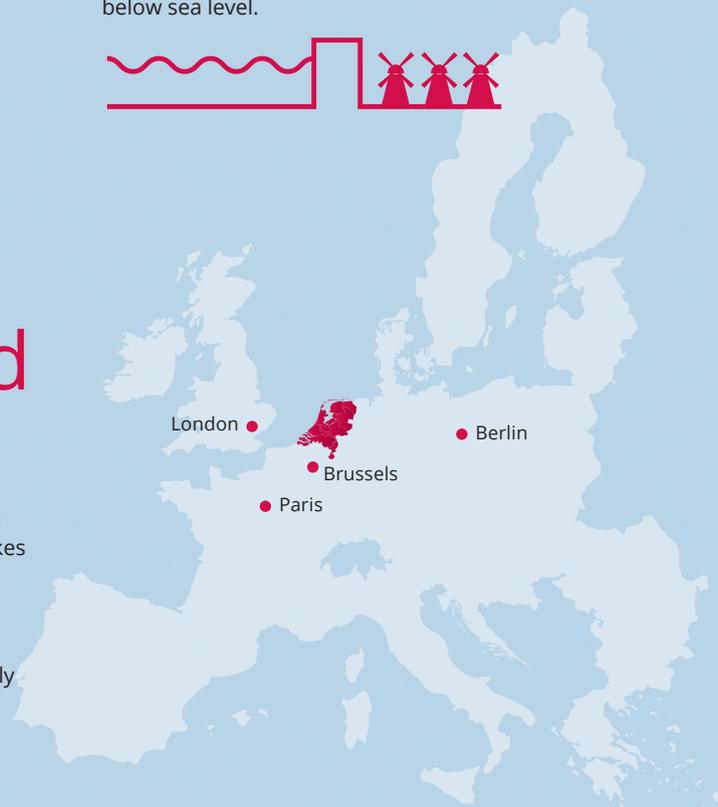


International atmosphere

Although Dutch is the national language, the majority of people also speak English. It is possible to survive without any Dutch language skills. However, learning Dutch is always a bonus, especially if you want to work in the Netherlands.

Train timetable

Rotterdam – Brussels	1 hrs
Rotterdam – Paris	3 hrs
Rotterdam – London	3 hrs
Rotterdam – Berlin	6 hrs





Rotterdam Business School

Rotterdam Business School* (RBS) is the economic domain of Rotterdam University of Applied Sciences and offers bachelor and master programmes taught in Dutch or English.

ROTTERDAM BUSINESS SCHOOL

The world of economics is experiencing rapid, profound change. According to Rotterdam Business School, this requires inquiring professionals with a hands-on approach who can respond flexibly and intuitively to national and international changes. These professionals recognise opportunities and can turn them into commercially attractive, efficient and sustainable solutions.

Once you've enrolled here, we will take you on an exciting four-year ride, which leaves you ready to take on the world. By then, you will have provided businesses in the Rotterdam region with practical help in real-life cases. You will know how to approach research and will have run a (fictional) company. You may have completed a placement abroad or with your favourite brand. But most of all, you will have acquired the knowledge, skills, network and experience needed for your future career. This is due to our lecturer team and the design of your study programme. Together they offer you the independence and the personal guidance to determine your own direction and to excel in the areas that are important to you.

"We educate globally engaged, responsible business professionals with an entrepreneurial mindset"

* Rotterdam Business School is known in The Netherlands as Hogeschool Rotterdam Business School (HRBS).

ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

Rotterdam University of Applied Sciences (RUAS), in Dutch: Hogeschool Rotterdam, is one of the largest Universities of Applied Sciences in The Netherlands. Currently over 37,000 students are studying at RUAS which offers over 80 undergraduate and graduate programmes. With 10 different schools throughout the city, we educate a diverse student population to enter professional careers, which will lead to working together with people of various cultures in an international environment.

RUAS offers education through:

- A practical and professional approach
- Focus on real-world examples
- Skills and competences development
- Problem solving approach

'Exceed Expectations' is our motto and we promise to challenge you to do exactly this. Are you ready to get the best out of yourself?

4 bachelors and **3** masters English taught

3,700 students within the English taught programmes

30% international students

52 different nationalities

Our facilities

Rotterdam University of Applied Sciences offers an inspiring learning and working environment, in which you can study quietly, work together in groups or socialise with your fellow students. The well-equipped instruction and theory rooms promote effective knowledge sharing and interaction between students and lecturers. You can use the facilities at all our locations throughout the city.

LIBRARY

Our library provides access to e-resources, research resources, specialist materials, and of course, a wide range of books. The online collection of the library has recently been expanded with access to Trendwatching, which is a database covering 16 B2C branches, over 20.000 innovations and many (mega) trends. Find relevant trends and innovations for your project, with the Trend Mapper. The staff are always willing to help you find anything you need and show you how to make the best use of the available information resources.

IT SERVICES

Got a problem with your laptop? Can't connect to our wireless network? Want to know more on how to use certain software? Our friendly IT Helpdesk is here to make sure you can make the most out of all the IT resources we have available.

STUDENT GUIDANCE

We want our students to be successful and we assist you where possible:

- A Study Career Coach/Mentor monitors your study progress and competency development, supervising you in making choices throughout the programme.
- Peer Coaches are higher-year students who can help support your academic success by providing extra lessons in specific subjects. They have been specifically trained to provide you with useful tips and support you with your study.
- The Student Counsellor is the person you can turn to with any questions and problems you might have. These could also be of a personal nature, e.g. matters relating to your family or partner. Whatever it may be, the Student Counsellors will always treat it with the utmost confidentiality.
- Rotterdam University of Applied Sciences also offers relevant tools for students with special education needs in the form of arrangements, facilities and individual guidance, which are geared to each individual student.

SPORT FACILITIES

As a student of RUAS, you can use the sport facilities on the Erasmus University campus. Try one of the 50 different sports, make use of professional trainers and instructors or join one of the 22 different student sports associations. Erasmus Sport Center: erasmussport.nl

CENTRE OF INTERNATIONAL AFFAIRS

The Centre of International Affairs (CoIA) is the department within the university that provides support to (international) students on programme application, housing, visa procedures or university exchange. We are here to assist you!





International Business Bachelor programme

International Business is an English-taught business bachelor study programme with an emphasis on international trade and commerce. Learn to think as a 21st-century reflective business professional.

INTERNATIONAL BUSINESS BACHELOR

Business is multidisciplinary and so are the subjects you will follow. Theoretical subjects are combined in largely integrated modules, where subjects like marketing, finance, operations and economics all work together as it would in real life.

PROFILES

Right from the start you choose your own profile to focus on the aspects of international business that suit you best. Whichever profile you choose, you may expect to join an international classroom with students from all over the world. From day one, you will be trained to be business minded, interculturally competent and have an entrepreneurial attitude.

THE PROFILES OFFERED:

- International Business for Asia
- International Business & Languages
- International Business & Management
- International Business & Supply Chain Management

BACHELOR in BUSINESS ADMINISTRATION

After completion of your studies you will receive an International recognised Bachelor in Business Administration degree, issued by Rotterdam University of Applied Sciences.

See rotterdamuas.com/ib for more information about all International Business profiles

FAST TRACK

In addition to the regular four-year bachelor programme we also offer the fast-track three-year version. For students who have completed Dutch vwo, the IB or equivalent.

HONOURS PROGRAMME

At Rotterdam Business School you have the opportunity to graduate with excellence by taking part in the Honours Programme. When you complete the programme successfully you will graduate with an Honours degree and the 'Excellent Professional' endorsement will be added to your diploma. This gives you an added advantage when applying for jobs.

NVAO ACCREDITATION

The Bachelor profiles are accredited by the NVAO (Dutch-Flemish Accreditation Organisation)



PROGRAMME HIGHLIGHTS

Throughout the study programme you will learn by doing and develop your skills and competences to be successful. Real-life business cases are at the heart of the programme. We challenge you to learn to act quickly and decisively and to base your decisions on growing experience and healthy reflection.

These are some of the highlights within the programme:

- Start your own import company or work on projects for organisations in the Rotterdam area as part of learning from real-life situations.
- The internship will offer you the chance to sample working in the field of your interest, learn about business etiquette and intercultural communication, and test the knowledge and skills you have mastered so far. We have an extensive network of corporate relations.
- The exchange programme is a specialisation (minor) of your choice at one of our partner universities for one semester. This provides students with the opportunity to study in a different country and environment; experiencing the history and culture of that country. We have a vast international network of partner universities.
- For the graduation assignment, you conduct research on a business related problem for an organisation in The Netherlands or abroad.

LECTURERS

Our lecturers are a reflection of the international classroom. You will be taught by a multinational mix of experts. Many of our lecturers have years of professional experience in multinationals and hold a Masters or Doctoral degree. This combination of academic knowledge and practical experience provides you with the benefit of seeing how theory is applied in practice.

STUDY LOAD

The curriculum of the Bachelor programme consists of a coherent set of educational units, reflecting the profile of the study programme. If you have mastered the subject matter and you pass your exam/assignment, you will receive credits. One credit reflects 28 hours of study. The number of credits to be scored therefore depends on the number of lectures, the number of self-study hours and the time needed to prepare for the exams and assignments. The total study load (in credits) for the entire Bachelor programme is 240 credits.

ELECTIVE AND REMEDIAL MODULES

In your first and second year of your study programme you choose elective modules. Electives are a mandatory part of your education. The electives consist of a variety of programmes and contribute to the individual development of the student. By following elective modules, you are given the opportunity to look beyond the boundaries of your study programme.



International Business for Asia

International Business for Asia trains future managers who are well versed in all aspects of international business, with a special focus on Asia.

Doing business with Asia in the international market is an interesting but tough challenge. Many countries in Asia are becoming increasingly important trading partners. Therefore specialists are needed who are well equipped to take on this challenge. You will learn about the enormous diversity of other cultures and learn to deal with social and cultural differences in order to enter into trade relations with business partners worldwide.

PROGRAMME STRUCTURE

YEAR ONE

The first year is an introduction to the study programme, its didactics and the profession it educates for. At the end of this year you will be able to serve as a bridge between Western and Asian companies. Each block of year one you will have two modules with integrated subjects that focus on a practice-related dilemma:

- Business Challenge: which is set in an Asian context.
- Country Expert module: will focus on the language, culture, history, society, politics and demography of one specific region in Asia.

YEAR TWO

In the second year you start and run your own international company, together with your fellow students. At the end of year 2 you liquidate this company; if all goes well, with a profit.

YEAR THREE

The first semester of year three is devoted to export marketing. The second semester you will study at one of our partner universities in Asia.

YEAR FOUR

After completing the study programme abroad you will stay in Asia for your internship. Upon your return to the Netherlands, the last semester of your training will be spent on your graduation project at a company doing business with Asia.

YOUR FUTURE

After graduation, you will be equipped with the knowledge and skills needed for a career as a management professional with commercial responsibilities. You will be able to make the link between European and Asian cultures that will make you an attractive candidate to organisations in Asia, or in fact any organisation in the world, where you will be responsible for dealing with Asia or with certain Asian countries or regions.

SUBJECTS

- Asian Language
- Marketing and Management
- Business Communication in English
- Cross Cultural Management
- Economics
- Financial Management
- Management Skills
- Marketing
- Import Company
- Asian Studies
- Commercial Skills
- International Business Management
- Legal Aspects of Import and Sales
- Corporate Social Responsibility
- Outsourcing
- Research Skills

LANGUAGE

You will study one Asian language and you choose from the following languages: Mandarin, Japanese or Indonesian. Dutch is mandatory for non-Dutch students as an elective.

See rotterdamuas.com/ibasia for more information.



"The most interesting thing I did during my studies so far was the Import Project. For this project you have to start your own company with a group of students and import a product from an Asian country in order to sell it on the Dutch market. I have never learned more in eight months than when I did this project! It taught me to be professional, tactic and interculturally aware."

Birsen – Third-year student

International Business & Languages

International Business & Languages is a broad English-taught study programme focused on international marketing and communication and languages.

International Business & Languages trains students to become well equipped business professionals. Graduates easily operate in various cultures and master several languages. As a graduate of the International Business & Languages programme you will act as the link between a company and the international business environment; mapping the interests of a company or organisation, setting goals and translating these into plans. Your expertise in business and marketing is given greater reach through your proficiency in at least two languages.

PROGRAMME STRUCTURE

YEAR ONE

The first year is designed to give you a good impression of the study programme and the professional field. In five clearly structured blocks you will be introduced to business. It comprises of practical projects supported by classes in different subjects. You will also take the first steps towards developing your own professional identity and acquiring important skills for your future career.

YEAR TWO

You start and run your own import company together with your fellow students. At the end of the year you liquidate this company and if all goes well, with a profit. You learn to identify, analyse and solve international business problems.

YEAR THREE

During the first semester you will do an international business internship. The second semester is focussed on preparation for your graduation assignment.

YEAR FOUR

You will follow a specialisation at RBS during the first semester or at one of our partner universities abroad. The last half year is devoted to your graduation assignment.

YOUR FUTURE

Graduates have a broad professional perspective and may work in positions such as: Export and Import Manager, (International) Sales Manager, Account Manager, and Communication Manager. They often work in commercial functions at companies that do business internationally. International Business & Languages graduates may also choose to continue their studies.

SUBJECTS

- Introduction to Business
- International Environment
- Organisational Environment
- International Marketing
- Corporate Social Responsibility
- Foreign Languages (high and medium level)
- Professional Identity
- Entrepreneurship
- Digital Business
- Logistics
- Import
- Export
- Business Plan
- Corporate Communication
- Cross Cultural Management
- Economics
- Research Methods
- Sales

LANGUAGE

You will study two foreign languages and you choose from the following languages: French, Dutch, German or Spanish. Dutch is mandatory for non-Dutch students, either in the regular programme or as an elective.

See rotterdamuas.com/iblanguages for more information.



"I worked in the International Marketing and Sales Department of a company that organises B2B meeting events for the space industry in Paris. I was responsible for inviting companies to our events and had to talk French all day long. It was a great way to train my language skills, experience a different culture and see what it's like to live on my own in a foreign city."

Gino – Fourth-year student

International Business & Management

The International Business & Management programme will prepare you for a challenging management career in international business.

Have you ever wondered how IKEA manages to perform so profitably in over 40 countries? Or why Starbucks is so popular? Do you want to know the differences in regional markets? If you're interested in business, and especially companies that operate internationally, International Business & Management is the programme for you. By studying aspects of marketing, operations, finance, economics and (project) management, you will learn how to map the interests of a company or organisation and translate them into goals and plans.

PROGRAMME STRUCTURE

YEAR ONE

During your first year you start to understand the international business world and the place organisations have in it. You will become acquainted with all aspects of business from its external and internal environment.

YEAR TWO

Your studies are taken to the next level. Now you have to start analysing venture strategies, mapping out the management of organisations and people, making recommendations for a company's e-business opportunities and conduct research on how to grow in a sustainable way.

YEAR THREE

During the third year you will spend a semester on an internship either at an international company in the Netherlands or abroad. Second semester consists of further specialisation.

YEAR FOUR

In the last year you choose a specialisation and follow a minor programme at RBS or go on exchange at one of our partner universities. Afterwards you conclude the programme with your graduation assignment.

YOUR FUTURE

International Business & Management graduates have a solid foundation in all elements of managing a business and are able to navigate between the various business areas of an organisation. Our graduates work in an intercultural business environment in various industries on a general management level, or in business areas such as (digital) marketing, sales, financial services or logistics management.

SUBJECTS

- Business Models
- Business Understanding
- International Business Environment
- Internal Organisation Analysis
- Leadership and Personal Development
- Project Management
- Business communication (English)
- Tools for Managing Organisations and People
- Business Models for Sustainable Future
- Cultures and Business
- Venture Strategy
- Marketing
- Finance
- Logistics
- Applied Research Methods

LANGUAGE

You will study one foreign language in the first two years and you choose from the following languages: French, German, Spanish, Russian or Dutch. Dutch is mandatory for non-Dutch students, either in the regular programme or as an elective.

See rotterdamuas.com/ibmanagement for more information.



"My best experience so far surely was taking part in an international project in Ethiopia where we collaborated with students from Addis Ababa. Together we conducted research regarding the feasibility of biogas for small scale farmers. This experience really helped me to know how to work together with people from all kinds of backgrounds.

Robin – Third-year student

International Business & Supply Chain Management

International Business & Supply Chain Management trains you to become an international business professional with specialised knowledge in the field of logistics and supply chain management.

Supply chain management is all about managing the flow of goods and services, from the raw material to the consumer goods you can find in stores. When working in supply chain management you will be able to contribute your personal ideas and experiences to the job. You will be working with colleagues and clients to develop innovative supply chain solutions that support clients' business objectives and give them a competitive edge. You will get a first hand insight in the workings of effective and efficient supply chain management, by looking at best practices in transportation, urban distribution, warehousing and port management.

PROGRAMME STRUCTURE

YEAR ONE

During your first year you will get a clear view of the study programme, its goals, and the professional field. In-class-cases, group discussions, professional literature and vlogs of both lecturers and students provide the basis for applying the principles learned.

YEAR TWO

The second year combines in-depth international business themes with related projects. You will learn to think strategically and receive training in communication, negotiation, leadership and personal development skills.

YEAR THREE

The third year starts with an internship period at a company in the Netherlands or abroad.

YEAR FOUR

The fourth year comprises a semester study-abroad period or a minor programme, and a thesis semester researching a business-related problem for a company.

YOUR FUTURE

Positions in logistics and supply chain management are highly demanding and challenging, in part because logistics and supply chain professionals need to be both specialists and generalists. As a generalist, professionals must understand the relationship between logistics and supply chain management and other corporate functions, both within and outside the firm. As a specialist, professionals in this field must understand the relationships between various logistics and supply chain activities and must have the technical knowledge of the various activities.

SUBJECTS

- Business Models
- Business Understanding
- International Business Environment
- Internal Organisation Analysis
- Logistics
- Lean Six Sigma (yellow belt)
- Supply Chain Management
- Leadership and Personal Development
- Project Management
- Business communication (English)
- Tools for Managing Organisations and People
- Business Models for Sustainable Future
- Cultures and Business
- Venture Strategy
- Marketing
- Finance
- Logistics
- Applied Research Methods

LANGUAGE

Dutch is mandatory for non-Dutch students as an elective.

See rotterdamuas.com/ibsupplychain for more information.



Practical & Enrolment information

STEPS TO YOUR ENROLMENT

1. Apply & register for your bachelor programme through Studielink.nl
2. Send us the required certified documents via email for evaluation. Original documents in German or French are accepted. Documents in other languages need to be translated into English.
3. We invite you for a Skype interview to talk about your motivation and answer questions you might have.
4. After a positive evaluation you will receive the conditional admission letter (and invoice).
Your admission is finalised after we have received your original documents (payment & visa approved). After payment, we will apply for your student visa on your behalf (only for non-EU/EEA nationalities).
5. Arrange your student housing and make your travel arrangements to come to the Netherlands (for non-EU/EEA only after receiving the travel visa).
6. Introduction week: Supply us with your original documents and we will introduce you to the city and assist you with all required legal matters in Rotterdam.

INTAKE DEADLINES

September intake: non-EU: 1 May EU/EEA: 31 Jul

STUDENT SUPPORT

The Centre of International Affairs can assist you with several non-programme related matters.

UNIVERSITY STUDENT HOUSING (by SSH)

Rent is between € 490 – € 640 per month including gas, water, electricity and internet. Bedding & cooking packages are optional. Reservations are on 'first come, first served' basis. More information and alternative housing providers: rotterdamuas.com/Student-Housing

PICK UP SERVICE

Pick-up service on arrival is provided to all international students arriving at Amsterdam Schiphol airport.

INSURANCE

By Dutch law all citizens of the Netherlands must be insured. For Non-EU applicants, this is also a requirement to obtain the student visa. EU-applicants need to check if their insurance also covers studying in the Netherlands. Student insurance includes: healthcare, liability, legal aid and household goods.

VISA/RESIDENCE PERMIT (non-EU/EEA only)

We arrange your study visa. More information about your visa application process and the costs can be found online: rotterdamuas.com/visa.

Visit us

INDIVIDUAL VISITS

If you have the chance, visit us on any regular weekday to have a look around on our campus, talk to students and to get a feeling of campus life. Contact our Student Ambassadors and they will schedule an individual meeting and tour to our campus with you. If you want to join a class, that could also be arranged.

OPEN DAY

Throughout the year several Open Days are organised so you can have a taste of what our Bachelor programmes have to offer. Join an Open Day for general information and meet current students and lecturers.

WEBINAR

If you can't visit us in person, attend one of the online webinar bachelor information-sessions. During the session you will learn more about the programmes and you can talk directly with current students. You can view the previous sessions on Youtube: [RBSrotterdam](https://www.youtube.com/channel/UCRbSrotterdam).

Check the website for the exact dates.

exceed expectations

Contact us

For information or questions related to **Admissions and the programmes** contact:

• Centre of International Affairs (CoIA)

Admissions	coia-admissions@hr.nl
Housing	coia-housing@hr.nl
Phone	+31 10 794 62 50

For information or questions related to **living in Rotterdam and student life** contact:

• Student Ambassadors

Facebook	International Students @ Rotterdam UAS
Instagram	InternationalStudents_RUAS
Skype	RBS.student.team
Email	coia-studentambassadors@hr.nl

• Rotterdam International Student Association (RISA)

Facebook/Instagram	risa rotterdam
Email	risarotterdam@gmail.com
Website	risarotterdam.nl



RotterdamBusinessSchool.nl