

Business consultancy program

Within the Business Management School we're developing a program that is available for exchange students of our partner schools. This English taught 30 credit program is available in the summer semester only. Currently we're developing this program. Below the information which is subject to change:

In the summer semester, the focus of development has mainly been on the role of 'change-agent'.

The objective of this semester is to allow students to apply their knowledge in a practical project. Student teams will work on the internationally related assignment and provide advice and are supported by experts. Not only giving advice on which foreign market(s) are most suitable, but also helping the company how best to organize and implement this. The important cultural differences between the Netherlands and the intended export country are also taken into account.

We offer students different ways to encounter cultural experiences:

- The semester is open for international students, these students are equally divided over the COL's, in this way students can experience working together with these international students. This experience includes awareness to cultural differences.
- The COL's will work for organisations which plans to grow their activities and start business abroad or expand their activities and become active in more countries. Students will prepare an advice for the export strategy and export plan. Part of the advice is related to cultural differences and how to overcome.
- The study trip to New York (or other city) will enable students to experience business aspects in New York. Part of this experience is the cultural differences from being a foreigner perspective. (Only for students from Europe (EU)).

Are you up to it? Join this wonderful program together with our motivated Dutch students next year! We allow max. 15 international students in our program.

Are you looking for a study semester in the winter season (September-January) we kindly refer you to the Hanze International Business School. As shopping students, you can choose from the following minors:

- International Marketing
- International Finance & Accounting
- International Management (all year 4)
- European Business (year 3).

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