

INTERNATIONAL SCHOOL OF BUSINESS

BACHELOR INTERNATIONAL BUSINESS

QUICK FACTS

- **Duration:** 4-year bachelor's program
- **Global perspective:** Diverse student body with international students from different backgrounds
- **Hands-on Experience:** Students complete **two** five-month internships - one in their **third year** and one as part of their **graduation project**. (See more below)
- **Specializations:** Students select one of four specializations in their **second year**, tailoring their studies to specific industries and career paths. (See right)

SPECIALIZATION TOPICS

SUPPLY CHAIN MANAGEMENT

- Supply chain planning
- Project management
- Logistics management
- Transport management
- Inventory management
- Warehousing, distribution
- Supply chain analytics, reporting, business intelligence, dashboards, ERP & big data
- Process management
- Demand planning
- Purchasing, sourcing, procurement
- Value chain management, sustainability management
- Supply chain finance, risk management

MARKETING & SALES

- Marketing management
- Product management
- Marketing communication, brand management
- Event management
- Market research, business analytics, consumer behavior analysis
- Market, business, product development
- E-commerce, online marketing, digital strategy, SEA & SEO strategy
- Export management, internationalization, entry strategies
- Sales, account management, customer relation management, lead generation

ORGANIZATION & CHANGE

- Consulting
- Project management
- HR (including talent management, education and training, performance management, and employee relations)
- Change management
- Organizational behavior
- Model of value creation
- Design thinking
- Business and revenue models
- Transformational leadership

FINANCE

- Controlling
- Accounting
- Risk audit, risk analysis, risk management, quality control,
- Financial analyst, performance management, route cause analysis
- Business intelligence, business analysis, ERP systems, IT & Big data
- External reporting
- Budgeting

3RD YEAR INTERNSHIP




- 80% operational work for a company.
- 20% small assignments for school.
- No focus on specialization.

GRADUATION INTERNSHIP

- 100% company assignments at starting professional level.
- Focus on specialization.
- No separate research assignment for school.

WAYS TO
WORK
TOGETHER



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