

# INTERNATIONAL BUSINESS

BACHELOR

FULL-TIME | 4 YEAR PROGRAMME

LET'S  
CHANGE  
THE FACE  
OF BUSINESS



ROTTERDAM BUSINESS SCHOOL  
Rotterdam University of Applied Sciences



# 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 km<sup>2</sup>. Therefore, the Netherlands is one of the most densely populated countries in the world.

Why Study in Holland? Check out this video to learn more:



## INTERNATIONAL ATMOSPHERE

Although Dutch is the national language, many 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.



## 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.



## GETTING AROUND

The Netherlands also has fantastic transportation links, both internal and within the rest of Europe. Within the Netherlands students can expect to get around either by bike or public transport using their OV-chipkaart. For when the holiday periods come or blessed with a long weekend, students can find themselves travelling across Europe quite freely.



## TRAIN TIMETABLE

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

## 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.

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. In 2021, Rotterdam was proud to host the Eurovision event, where people from around the world could get a glimpse of our wonderful city.

Rotterdam is a green city, it is full of parks and lakes for students to enjoy outside of the classroom. The beautiful Kralingse Bos is not far, where you can walk around the lake and get some exercise. Its about 4km so grab a hot chocolate in the winter and take in the fresh air.



**"MAKING FRIENDS IN THIS CITY IS VERY EASY"**

**FIND OUT WHY STUDYING IN ROTTERDAM IS THE RIGHT CHOICE:**



**#WEARERUAS**



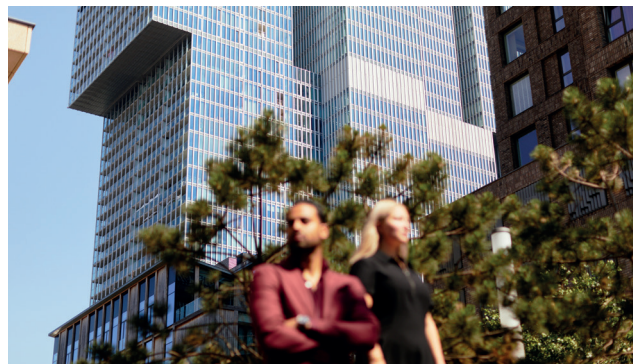
# ROTTERDAM BUSINESS SCHOOL

**Rotterdam Business School (RBS) is the international institute of Rotterdam University of Applied Sciences (RUAS) and offers bachelor and master programmes taught in English.**

The world of business is experiencing rapid, profound change. According to Rotterdam Business School, this requires inquisitive 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.

In our master programmes we educate talented professionals from around the world who are open to change and respond to it by recognising opportunities and turning these into commercially attractive, efficient, and sustainable solutions.

We practice what we preach because 'practical' is our distinctive strength. Our teaching methods critically reflect reality. The theories you learn are always applied directly in both research and practice. All our top international lecturers are familiar with this approach. They encourage you to make mistakes and let you do so in a safe environment. After all, this is how you learn best.



## AT RBS WE HAVE:

- 3,700 students within the English taught programmes
- 30% international students
- 63 different nationalities

## FAST TRACK

In addition to the regular 4-year Bachelor programme, we also offer a fast-track three-year version for students who have completed Dutch senior secondary education (VWO), the International Baccalaureate or equivalent. For more information please visit our website at [rotterdamuas.com/fasttrack](http://rotterdamuas.com/fasttrack) or contact the Centre of International Affairs

## PRACTICAL APPROACH TO EDUCATION STUDYING AT A UNIVERSITY OF APPLIED SCIENCES

Many students will ask themselves the question; What options are there for me regarding University? In the Netherlands we provide two choices for you: the research approach, and the applied science approach. Universities of Applied Sciences, like us, offer a profession orientated approach to education.

This is where you will learn to apply the knowledge you are being taught in class into an actual case study or business. It will prepare you for your professional life, we emphasise developing your hard and soft skills over various theories and models.

**YOU CAN LEARN MORE ABOUT THE DIFFERENCE BETWEEN RESEARCH AND APPLIED ON THE STUDY IN HOLLAND WEBSITE.**

## 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 39,000 students are studying at RUAS which offers over 80 undergraduate and graduate programmes. With 12 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 profession-oriented approach
- Focus on real-world examples
- Skills and competences development
- Problem solving approach

## CONTINUING YOUR STUDIES

The Rotterdam Business School offers students to chance to pursue a profession-oriented masters after completion of their bachelor. These MSc programmes are one year and will provide the student with further specialisation of their choice. RBS offers two business masters:

- Master in International Supply Chain Management
- Master in Consultancy & Entrepreneurship

## RISA – ROTTERDAM INTERNATIONAL STUDENT ASSOCIATION

A great way to get to know other students at Rotterdam Business School, and to have a lot of fun, is to join RISA – Rotterdam International Student Association.

Each year RISA organises lots of activities for both Dutch and international students alike, including social dinners and parties (boat party, beer-pong), international trips, sporting events, guest lectures etc.

They are also working on including sustainability within their portfolio. RISA allows second year students to apply as Board members, giving them first-hand experience on running a real company.

**VISIT THE RISAROTTERDAM.NL OR FOLLOW THEM ON SOCIAL MEDIA.**



## OUR LOCATIONS

### POSTHUMALAAN 120

The International Business bachelor is housed at Posthumalaan 120, located right in the heart of the city of Rotterdam, this location provides excellent accessibility for the students to food areas, study areas, but also it is advisable for international students to look for accommodation around this area. In September 2023, International Business will move back to Kralingse Zoom 91.



### KRALINGSE ZOOM 91

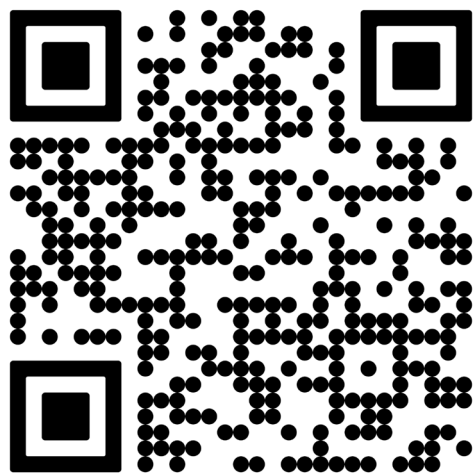
If you decide to continue with your studies post-graduation of International Business, we also offer business-oriented Master programmes. These programmes are housed at our Kralingse Zoom location. This is also where the Centre of International Affairs is also based, they will be your main contact throughout the application procedure. More information on this can be found at the back of this brochure





BORN  
FOR  
BUSINESS

**CHECK OUT OUR 360 EXPERIENCE**



**SCAN ME**



# INTERNATIONAL BUSINESS

**Our International Business degree teaches you how to be an innovator, an intercultural business communicator and a value-oriented leader. Since every business faces complex challenges, you will tackle multidisciplinary challenges in this programme, as well as learn how to develop data-driven decisions to backup your strategies.**



## WHAT AND HOW YOU LEARN

Just like in the world of business, you decide what and how you learn (as from year two). Our programmes consist of practice-oriented blocks that are centred around one theme. We teach you how to do applied research and how to develop a professional critical attitude. There is a coach to help with specific study skills, career planning and personal development.

## REAL COMPANIES. REAL ISSUES

We think it is valuable for you to get out there in the business world as a student. Why wait until after your degree? Less research and more of a practical approach are our approved method of preparing students for the international business world. It means that your assignments will deal with real issues in real companies. That is the unique approach of the Rotterdam Business School, compared to a more research-based university.

## MULTICULTURISM & LANGUAGES

Languages are an important part of the education we offer and are one of the unique elements of our university. You will learn at least one foreign language. This will complement your studies and improve your knowledge and cultural understanding when operating across borders.

At RBS you can choose from French, German, Indonesian, Mandarin, Japanese, Spanish, Russian Korean, Vietnamese or Dutch. Besides the language itself, we also pay attention to cultural differences. Your path is all yours. So, over the years you might travel to face-paced New York, laid back Cape Town or thrilling Tokyo for an exchange or internship.

With most economies of Asia booming, the Rotterdam Business School offers a unique track: Trade Expert Asia through the Commerce specialisation. If you choose this, you will learn one Asian language and specialise in doing marketing in Asia. During your third year you will be in Asia for the minimum of six months for study or internship.

## DEVELOP HARD & SOFT SKILLS

Having success in international business is not only about knowledge. Skills are just as important: critical thinking, communication, innovation, and collaboration, to name a few. That is why we have incorporated the so called 21st century skills in all your business classes.

## DISCOVER, PRACTICE, EXPERIENCE & BECOME

From the first year onwards the three learning lines take centre stage: Business, Languages and Professional & Academic Skills. During this first year, you have the time to discover your specific interest by touching upon all the different subject areas of international business.

In year two, you can start specialising to become the business pro that you want to be. We have four fitting specialisations for you to choose from. They cover the fields of marketing, trade and sales, supply chain management, organisations, and strategy.

## YOUR FUTURE

At the Rotterdam Business School, you will become a globally engaged, responsible business professional. As an International Business graduate, you are competent in intercultural leadership and critical thinking. You will be able to execute international projects, while working in groups and conducting business research. You are able to adapt to the fast-changing job market.

After graduation, you will be ready to kick-start your international business career. As an IB professional in small and medium-sized companies you will often be the generalist with a wide range of duties, mostly in an international context. In larger, internationally operating companies or multinationals, you will generally have a more specialist role. Our graduates have proven to succeed in every type of business. They are successful founders, consultants, managers and innovators in both start-ups and multinationals.



## YEAR ONE

We will challenge you with case studies in marketing, innovation, logistics and finance to discover the essentials of smart international business. The first year has a strong emphasis on self-discovery. What are your strengths, weaknesses and what is going to be your specialisation?

Cultural differences heavily influence the way people do business. That is why effective English business communication makes up an important part of the first year. You will also learn the basics of a foreign trade language (French, German, Russian, Indonesian, Mandarin, Japanese or Spanish). International students must learn Dutch either as their chosen language or as an elective. Since the Dutch have been very successful international traders for centuries now, that might just be a smart move.

**WANT TO JOIN THEM?  
COME JOIN THE ROTTERDAM  
BUSINESS SCHOOL!**



From the first year onwards the three learning lines take centre stage: Business, Languages and Professional & Academic Skills. During this first year, you have the time to discover your specific interest by touching upon all the different subject areas of international business. This will prepare you for choosing a specialisation in the second year. In your assignments the learning lines of Business and Professional & Academic Skills will be integrated wherever possible. Finally, in your first and second year you can choose elective modules that offer you the opportunity to look beyond your own study programme.

It is also possible for you at the end of Year 1 to apply for a Board position within RISA (Rotterdam International Student Association), so there are many opportunities for you to develop yourself and work on your interests.

A breakdown of the programme and themes you will experience are shown below.

### SEMESTER 1

#### BLOCK 1

Introduction to Business

- Operations & Supply
- Chain Management
- Marketing & Sales
- Finance & Accounting
- Organisation & People
- Personal & Professional Development\*

#### BLOCK 2

External Business Environment

- Supply Chain Management
- Economics
- Research Methods
- International Business
- Communication
- Critical Thinking

### SEMESTER 2

#### BLOCK 3

International Business Environment

- Finance & Accounting
- Organisation & People
- Ethical & Social Responsibility
- Research Methods

#### BLOCK 4

Business Modelling

- Business Law
- Marketing & Sales
- Finance & Accounting
- Supply Chain Management
- Economics
- Management of information as digital citizens

\*Continues throughout the year

## YEAR TWO

Time to define what kind of professional you want to become. What is your focus going to be?

Below you can find our four specialisations:

- Organisation & Change
- Supply Chain Management
- Commerce (European & Asian Language Track)
- Marketing

### ORGANISATION & CHANGE

Are you fascinated by the inner workings of a company and how to change them for the better? The specialisation, Organisation and Change will delve into the ins and outs of company management, from small to large organisations. You will learn how to critically think about the functionality of an organisation and look to implement change for the better.

Throughout the programme you will delve into Innovation, HR & General Management to teach you how to map the interest of an organisation and translate those into strategic goals and plans.

#### WHAT WE OFFER

- Contemporary and relevant education
- International content through real projects and case studies
- Change management topics
- International experiences (internship/study abroad)
- ESR awareness
- Expert lecturers

### SUPPLY CHAIN MANAGEMENT

The introduction of companies such as Amazon and AliExpress has revolutionised how we look at time from production to consumption. These fascinating developments fall under our International Supply Chain Management specialisation. You will learn the ways of managing the flow of goods and services, from the raw material to the consumer goods you can find on the shelf in the supermarket.

By looking at the best practices in transportation, urban distribution, warehousing, and port management you will gain an insight into the workings of effective and efficient supply chain management.



#### YOUR CAREER GOAL

- Specialise in Organisations & Strategy
- Working in an international business environment
- To obtain a diploma with a 'special' business flavour

#### YOUR STRENGTHS

- Synthesis & analysis skills
- Strategic thinking
- Organisational skills
- Genuine interest in strategic business topics

#### STRENGTH POST-GRADUATION

- Solid background with an in-depth knowledge in one particular field

#### YOUR CAREER GOAL

- Specialise in Operations
- End up in international business within a managerial supply chain role
- To obtain a diploma with a 'special' business flavour

#### STRENGTH POST-GRADUATION

- Solid background with an in-depth knowledge in one particular field

### WHAT WE OFFER

- Contemporary and relevant education
- International content through real projects and case studies
- Sustainability topics
- International experiences (internship/study abroad)
- Business minded projects
- Expert lecturers

### YOUR STRENGTHS

- Decision maker
- Flexibility
- Handles stress
- Hands on mentality
- Genuine interest in operational business

## COMMERCE

To beat the competition, you will learn not only about sales, trade marketing and marketing strategy, but also about culture diversity within international companies. Languages are a big part of this specialisation, as they are a vital tool for you in international commerce.

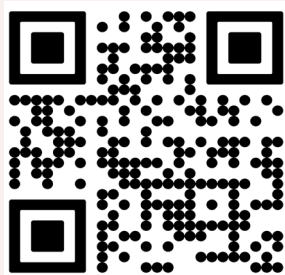
You will become experienced in dealing with social and cultural differences, which is needed for successful trade relations with business partners worldwide. You will learn how to develop and build up your network within the business world, how to develop an enterprising attitude and how to adapt quickly to changing circumstances.

RBS offers languages courses in the most widely spoken European and Asian languages. In particular, RBS has developed a lot of young professionals that have become a bridge between Europe and Asia through studying one of three Asian languages (Japanese, Mandarin, Bahasa Indonesian, Korean & Vietnamese). With the students spending an entire year learning about culture and language quite a lot of graduates find themselves going back to that side of the World.

### STRENGTH POST-GRADUATION

- Solid background with an in-depth knowledge of how to do international business properly
- Speaks another foreign language
- Interculturally competent

**DISCOVER YOUR SPECIALISATION**



### YOUR CAREER GOAL

- Specialise in language & culture with business
- Building relationships across cultures
- Desire to live in a foreign country
- To obtain a diploma with a 'special' business flavour

### YOUR STRENGTHS

- Flexible (i.e. like to travel)
- International citizen
- Can learn foreign languages easily
- Curious about other cultures

### WHAT WE OFFER

- Contemporary and relevant education
- International content through real projects and case studies
- International class rooms
- International experiences (internship/study abroad)
- Learn one language in-depth, with a focus on business language.
- Language & culture integrated
- Expert lecturers

## MARKETING

Are you interested in learning how products and services are marketed differently around the world? Fascinated by the way target audiences differ from place to place? Then our marketing specialisation is right up your street. You will learn how to create value for both the consumer and for society. Developing proper marketing strategies based on the target group and designing successful marketing communication programmes. Follow our mission and 'exceed expectations'.

### YOUR STRENGTHS

- Flexible (i.e. like to travel)
- International citizen
- Learns foreign languages easily
- Commerce orientated and people focused
- Curiosity about other cultures

### STRENGTH POST-GRADUATION

- Solid background with an in-depth knowledge of how to do international business properly
- Speaks another foreign language
- Interculturally competent

Find out more about each specialisation on [rotterdamuas.com/ib](https://rotterdamuas.com/ib)

## YEAR 2 CORE

### YOUR CAREER GOAL

- Specialise in language & culture with business
- Building relationships across cultures
- Desire to live in a foreign country
- To obtain a diploma with a 'special' business flavour

### WHAT WE OFFER

- Contemporary and relevant education
- International content through real projects and case studies
- International class rooms
- International experiences (internship/study abroad)
- Learn one language in-depth, with a focus on business language.
- Language & Culture integrated
- Expert lecturers



### SEMESTER 1

#### BLOCK 1

Exploring Markets

- Business Research
- IBA Economics
- IBA Law
- Marketing & Sales

Managing Team Processes Across Cultures

Elementary or Upper Intermediate Language

#### BLOCK 2

Business Care Development

- Business Research
- Organisation & People
- Finance & Accounting
- Marketing & Sales

Advancing Your Critical Foundation

Elementary or Upper Intermediate Language

### SEMESTER 2

#### BLOCK 3

Planning & Implementation

- Business Research
- IBA - Law
- Finance & Accounting
- Operations/Supply Chain Management

Developing a Professional Profile

#### BLOCK 4

The Business Game

- Organisation & People
- Marketing & Sales
- Finance & Accounting
- Operations/Supply Chain Management

Sustainable Business Innovation

## YEARS THREE AND FOUR

In the third and fourth year of your studies you focus on growth and innovation. You will continue your education with at least one semester abroad.

This could either be an internship at a company or an exchange programme at one of our partner universities around the world. The internship is mandatory, and international students have the choice of doing their internship within or outside of the Netherlands. If you select the commerce specialisation, your destination for your internship and/or exchange is dependent on your language selection.

You will conclude your studies with your final assessments and a graduation assignment in which you will solve a real business problem with the proper research skills.

### INTERNSHIP

You will put your training into practice during a six-month internship within an international company. This company could either be in the Netherlands or abroad and could either be a large multi-national or a medium sized enterprise. By choosing to do your internship in another country you will learn the ropes from the international business professionals in the country of your choice.

### MINOR OR EXCHANGE PROGRAMME

The minor is a programme in which you focus on a theme relevant for your future career. This could for example be digital marketing, entrepreneurship, circular economy or one of the many other options. You will focus in-depth on one specific aspect of your profession or broaden your horizon through examining terrains bordering your own profession. In this way you can significantly improve your chances on the labour market after graduation.

In the International Business programme, you can either choose to do your minor at the Rotterdam University of Applied Sciences or to spread your wings and take part in an exchange programme at one of our partner universities across the globe.

### GRADUATION ASSIGNMENT

You conclude your studies with a graduation assignment for which you combine all your training and practical experience. By using your practical research skills and coming up with innovative solutions you will help a company of your choice solve a real-life management matter. It is your chance to shine and

show off your skills. Your graduation assignment could for example be a marketing entry strategy for Brazil with a special focus on digital channels, a plan for the logistics of a start-up in China or improving sustainability management of a company in Germany.



### Andrius

Student Testimonial

#### What are your plans after graduation?

*"Studying at Rotterdam Business School I started to develop a deep passion for digital marketing and entrepreneurship. Thus, after graduation I'd like to combine those two passions of mine and create something remarkable out of it."*

#### What did you enjoy the most about studying at RBS?

*"Honestly, I enjoyed the whole journey. Experiences from international projects, internship in Asia and all the fascinating people I met along the way shaped me into a professional I am today. That is what I am most grateful for."*

#### What is the most important thing that you have learned while studying at RBS?

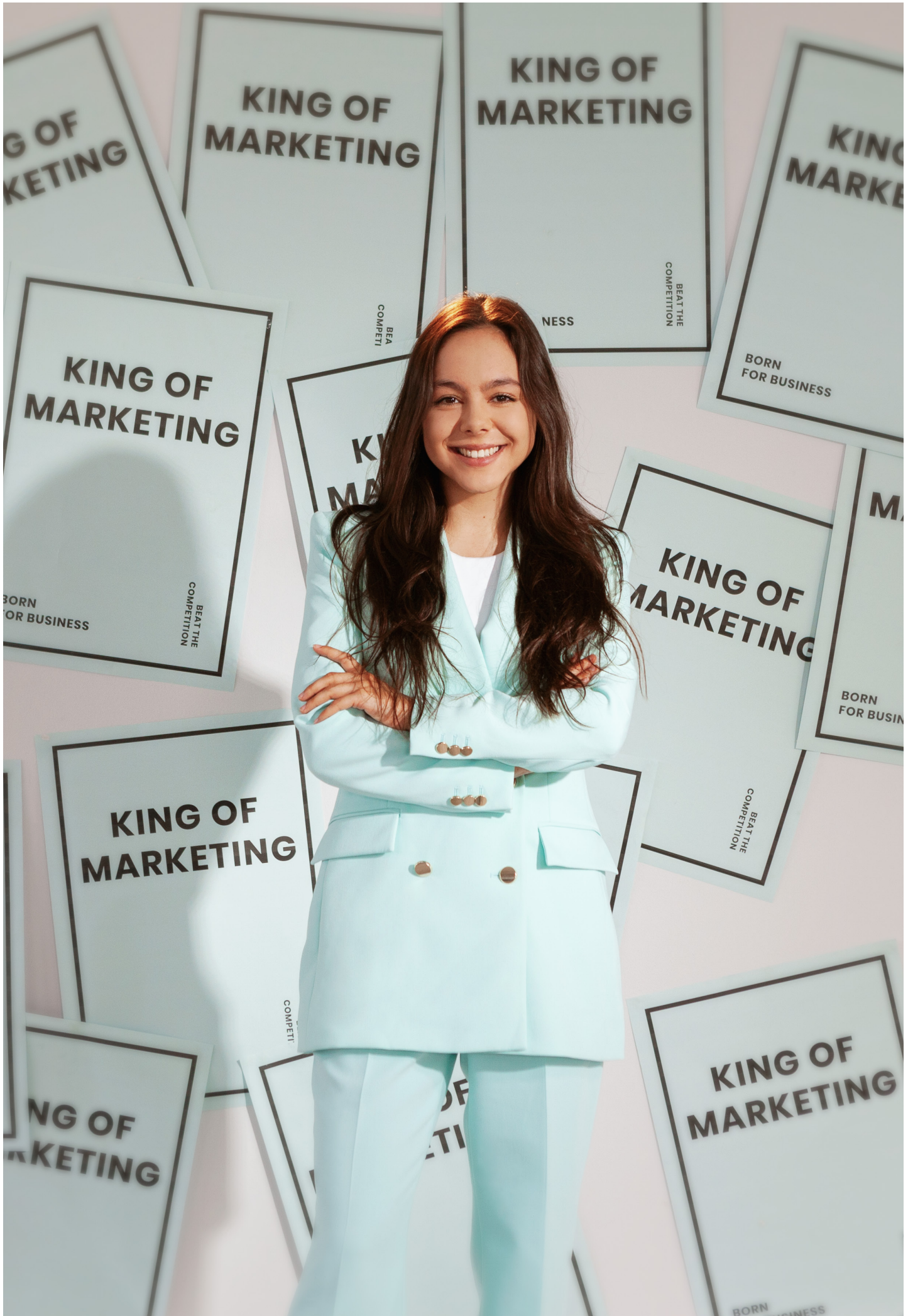
*"Improvise. Adapt. Overcome. Witnessing how rapidly Rotterdam Business School managed to adapt to the COVID-19 situation and still exceed students' expectations taught me an important lesson on how to overcome and thrive in complex settings."*

#### Do you have any tips for future students?

*"Although, it might sound cliché but GET OUT OF YOUR COMFORT ZONE! There are so many great experiences waiting for you if you manage to push your limits."*

#### Where do you see yourself in 10 years?

*"Life should be lived so vividly and so intensely that thoughts of another life, or of a longer life, are not necessary." Marjorie Stoneman Douglas*



# PRACTICAL & ENROLMENT INFORMATION

## STEPS TO YOUR ENROLMENT

- 1 APPLY & REGISTER THROUGH [STUDIELINK.NL](https://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 Within 3-4 weeks of registering you will receive an invitation to complete the Study Programme Check (SPC), this also includes 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. Your admission is finalised after we have received your original documents (payment & visa approved).
- 5 After payment, we will apply for your student visa on your behalf (only for non-EU/EEA nationalities).
- 6 Arrange your travel & accommodation (for non-EU/EEA only after receiving the travel visa).
- 7 Supply us with your original documents during introduction week 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

## MORE INFORMATION

### Admissions and the programmes:

#### Centre of International Affairs (CoIA)

Admissions    [coia-admissions@hr.nl](mailto:coia-admissions@hr.nl)  
Campus visit    [campusvisit@hr.nl](mailto:campusvisit@hr.nl)  
Phone            +31 10 794 62 50  
Chat              [rotterdamuas.com/chat](https://rotterdamuas.com/chat)

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

### Rotterdam International Student Association

#### (RISA):

Facebook/Instagram    [risa rotterdam](https://www.facebook.com/risa.rotterdam)  
Email                      [risarotterdam@gmail.com](mailto:risarotterdam@gmail.com)  
Website                    [risarotterdam.nl](https://www.risarotterdam.nl)

*The information in this leaflet is not legally binding and is subject to change*

## 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.

Info: [rotterdamuas.com/Student-Housing](https://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)

## VISIT US

### INDIVIDUAL VISIT

Visit us on any regular weekday to have a look around on our campus and join a class. Also talk to current students and get a feeling of campus life.

### OPEN DAY

Throughout the year several open days are organised to have a taste of what our 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.

To learn more, visit the link or scan the code [rotterdamuas.com/meetus](https://rotterdamuas.com/meetus)

We arrange your study visa. Info: [rotterdamuas.com/visa](https://rotterdamuas.com/visa)



**YOUR JOURNEY  
STARTS HERE**

# #BORNFORBUSINESS



**ROTTERDAM BUSINESS SCHOOL**  
Rotterdam University of Applied Sciences

