

Bachelor | 4 Years

International Business

2025 - 2026



LET'S
CHANGE
THE FACE
OF BUSINESS

ROTTERDAM BUSINESS SCHOOL
Rotterdam University of Applied Sciences





Study in NL

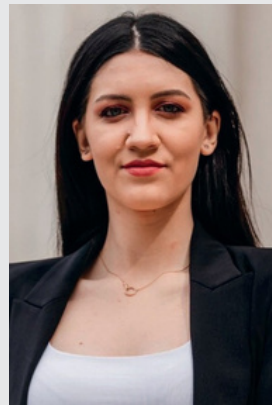
Studying in the Netherlands means living in a friendly, tolerant, and open-minded country. These three elements are felt not just on a professional level, but also on a social and cultural level. With Rotterdam being one of the biggest cities in the Netherlands with more than 180 nationalities, it makes Rotterdam and the Netherlands ideally suited for welcoming students who aspire to enrich their international knowledge.

SEE EUROPE BY TRAIN



Living in Rotterdam

Rotterdam is diverse in every sense of the word. It is the perfect location to embark on your international study career. Whether your future aspirations lie in logistics, working with start-ups or big multinationals, Rotterdam has it all. Rotterdam is also known for its multicultural atmosphere; we host more than 65 nationalities at Rotterdam Business School. The city is a great environment for students, where you can enjoy great culinary experiences, dive into a diverse art sector or go for a bike ride and relax in one of the many parks located in the city.



"Living in Rotterdam has offered me several enriching experiences, from pursuing academic success to embracing an open-minded multicultural society, all while immersing myself in the vibrant Dutch culture."

Nicole, from Romania



180 different nationalities living and working together



More than **2228** restaurants and bars



More than **1.600** start-ups & scale-ups



Biggest port in Europe

Rotterdam Business School (RBS)

At RBS, which includes the International Business programme, we place great importance on new economic thinking. As a student, you will be trained to become a changemaker—someone who makes an impact on the current economy, the business world, and society as a whole, with a view toward the future. You are the future. So, let's change the face of business.

ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

Rotterdam Business School is part of Rotterdam University of Applied Sciences (RUAS), which is one of the largest universities in the Netherlands. There are 12 different schools all over the city and more than 40,000 students at RUAS, studying over 90 different programmes for both bachelor's and master's degrees.

PRACTICAL APPROACH TO EDUCATION

Rotterdam University of Applied Science offers a profession-oriented approach to learning. 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 career. Many lecturers have years of professional experience in multinational companies, and therefore can share their industry expertise. A practical and profession-oriented approach:

- **Focusing on real-world examples**
- **Developing hard skills and soft skills**
- **Solving real problems**

KRALINGSE ZOOM 91

You will be studying in a beautiful sustainable building, as we aim to be carbon neutral by 2040. The building opened a newly renovated wing in September 2023, constructed from recycled material with lots of natural light for a positive study environment.

The location also has many facilities such as project rooms to work in, a Grand Cafe, and, nearby the Erasmus campus, with sport facilities.

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? Your assignments will deal with real issues in real companies. That is the approach of the RBS, problem-based learning. Your thesis will also be internship based, working on a problem for a company.



**"I chose a university of applied sciences compared to a research university because I wanted to learn from practice and be ready for the job market."
- Maria, year one IB student**

INTERNATIONAL BUSINESS (IB)



**LET'S DISCOVER OPTIMISE
NETWORK SOLVE INNOVATE**

Are you ambitious, adventurous, and eager to broaden your horizons? Do you dream of an international career? Do you thrive in an intercultural environment? If so, the International Business programme could be the right choice for you.

YOUR IB JOURNEY

Just like in the world of business, you have control over what and how you learn. Our programme consists 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.

YEAR 1

LET'S DISCOVER

PROGRAMME STRUCTURE

During your first year, it is time to discover the different areas of international business to find what best suits you. The programme consists of three key themes: business, professional & academic skills, languages.

LANGUAGES

Languages are one of the unique elements of International Business. Learning Dutch is required, to not only support your integration but also boost future job opportunities in the Dutch market. You will also be able to choose from a variety of foreign languages: French, German, Spanish, Mandarin, Korean, Japanese, Russian, Indonesian, and Vietnamese.* If you choose Dutch as your elementary language, you are not required to select an additional language. If you choose Dutch as an elective course, you are required to choose an additional language.

**The Asian languages and Dutch are offered at the Elementary level. The other three European languages are available at both Elementary and Upper Intermediate levels. Languages are subject to change based on interest.*

BLOCKS AND STUDY LOAD

In Year 1, you will have 4 blocks, each of which lasts 7 weeks and ends with exams. Your grades and credits are based on the European Credit Transfer and Accumulation System (ECTS). The aim is to achieve 60 credits per year. Each credit is equivalent to 28 hours of work, including class time, homework, self-study, and group projects.

ELECTIVES

Customise your programme with 2 electives in each of Year 1 and 2 for broadening your horizons and exploring your interests.

PERSONAL GUIDANCE

Each student is unique. Our Personal & Professional Development course supports your journey of personal growth. At the beginning of each academic year, you will be paired with a coach who will support you throughout your journey. Your coach is your primary point of contact. For more information visit our website.

YEAR 1				
SEMESTER 1		SEMESTER 2		
BLOCK 1	BLOCK 2	BLOCK 3	BLOCK 4	
Introduction to Business Subject: Introduction to Business	Explore internal business environment Subjects: Finance & Accounting, Operations & Supply Chain, Organization & People	Explore external business environment Subject: Marketing, Economics	Business Modelling Subjects: Business Sustainability, Business Model Canvas Applied	24 EC
Subject: Business English & Communication Personal & Professional Development	Subjects: Business English & Communication Intercultural Competence	Subjects: Business English & Communication Critical Thinking/Research Personal & Professional Development in a Team	Subjects: Business English & Communication Personal & Professional Development	24 EC
Individual coaching	Individual coaching	Individual coaching		
One Foreign Language		One Foreign Language		8 EC
		Two electives free of choice in block 2,3 or 4.		4 EC
				Total 60 EC

Each Year contains 60 ECTS which you obtain through passing the courses above. *Continues throughout the year. *Subject to change.



YEAR 2

After Year 1, the so-called Main phase starts. In Year 2 we continue with preparing you to become that international and intercultural aware business professional. You will further design your own path to success.

LET'S OPTIMISE

Time to define further what kind of professional you want to become. You will continue to develop your Personal & Academic Skills (PAS) and study the Core Business subjects (BUS), such as marketing & sales, operations & supply chain, finance & accounting, etc. You will also continue with your electives (2 in total). Additionally, you can choose one of our 4 specialisations. Depending on the choice you make, you can continue studying your chosen language for either one more semester or four more semesters, if you choose Commerce as your specialisation.

ORGANISATION & CHANGE

Are you fascinated about how organisations work? Then selecting our Organisation & Change specialisation helps optimise your knowledge in this field.

You will further explore human resources, innovation, and the general management.

Topics: international business strategy, innovation strategy and management, change management, people management, types of organisations.

COMMERCE

Are you interested in delving into sales, and trade, whilst exploring social and cultural differences within businesses around the globe? Would you like to run your own import company in year 2? Do you want to continue with your chosen language? Would you like to specialise in business in Asia, specific European countries, or outside of Europe? Then our Commerce*: specialisation might be the right fit for you.

Topics: foreign language learning, (creative) marketing, business planning, marketing strategy, design a new service/product.

*You can only enrol in this specialisation if you have been studying your European language at the Upper Intermediate level from year 1 or an Asian language at the Elementary level from year 1. You cannot enrol with a European language on Elementary level. Languages are particularly crucial, and language learning continues in year 2 and 3. Keep in mind that you will go on exchange where your studied language is spoken, followed by an internship abroad in the following semester.



MARKETING

Are you interested in learning how products and services are marketed differently around the world? Fascinated by different target audiences? Then our marketing specialisation is right up your street.

Topics: business concept development, brand design, marketing communication, advertising, and content marketing, value creation, innovation.

SUPPLY CHAIN

Are you interested in learning more about the ways of managing the flow of goods and services, from the raw material to the consumer goods you can find on supermarket shelves? Then our supply chain specialisation might be the way to go.

Topics: sustainable port cities, planning, lean six sigma, contract management, vendor analysis and procurement practices.



YEARS 3 & 4

During the third and fourth years of your studies, you will focus on growth and innovation, applying both your hard and soft skills into real practice. This period offers incredible opportunities for growth: internships, interdisciplinary programmes, continuation of the IB Core and specialisation, minors, and exchange possibilities. You will design your own path to success with so many choices.

INTERNSHIP

You will put your training into practice during a five-month internship within an international company. This company can be either in the Netherlands or abroad and can be either a large multi-national or a medium sized enterprise. If you choose to do your internship in another country, you will gain insights from the international business professionals in the country of your choice.

LET'S NETWORK

MINOR OR EXCHANGE PROGRAMME

You can choose to do your minor at RUAS or select universities in the Netherlands, or spread your wings in an exchange programme at one of our 400 partner universities across the globe.

During the minor, you focus on a theme relevant for your future career. You will focus in-depth on a specific aspect of your profession or broaden your horizon.

IB CORE OR INTERDISCIPLINARY PROGRAMME

After completing your internship, you will have a semester of growth. You can choose to focus on the IB Core or take an interdisciplinary programme. Focusing on the IB Core, You will continue with business subjects and dive deeper into your chosen specialisation.

With an interdisciplinary programme you can focus on a specific theme, such as Agile Consulting, Fighting Fast Consumption, or another area. More information about these options are accessible after enrollment.

GRADUATION ASSIGNMENT

You will solve a real business issue of a company. Depending on the nature of the business issue, the IB Graduation Assignment can serve as a professional product that provides among others advice to an organisation, a design of a final product, service, or process, or a physical or digital realisation of a design.

After graduation

International Business prepares you for many different roles and professions in an international business environment. You can start as a generalist in a smaller organisation, or you could opt for a bigger company with a more specific role. This could be on the level of general management, or more specific workfields such as (digital) marketing, sales, finance, logistics or human resource management. A world of opportunities!



EXPLORE OUR
360° EXPERIENCE



STUDENT EXPERIENCE



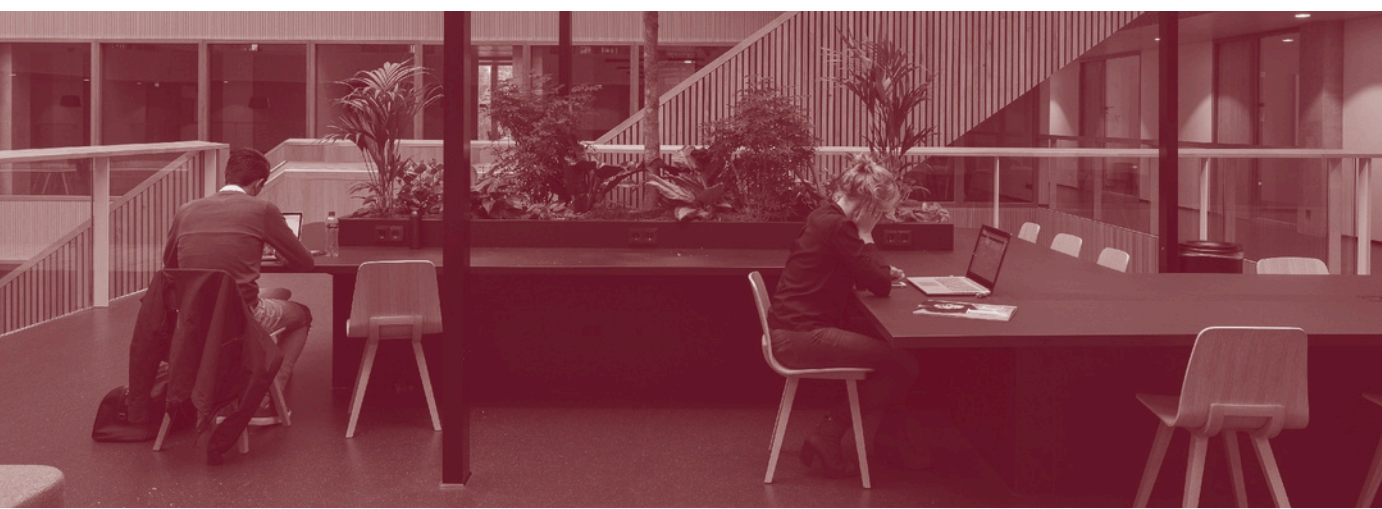
Bogdana Bodog

“For my exchange semester, I decided to go to beautiful Sevilla, in the south of Spain. From the moment I set foot in this vibrant city, I was captivated by its rich history, warm culture, and welcoming people. I had the opportunity to follow the classes in Spanish and even though it was challenging at times, it was worth it in the end. I gained so much cultural awareness, perfected my Spanish and got to live as the locals do. It is an amazing experience that I will cherish forever.”



Shane Jafar

“Compared to other schools in the Netherlands International Business offers a lot of language choices. I really wanted to study a language that was out of my comfort zone, which in my case was Chinese. I like the Dutch spirit, and Rotterdam is the perfect city. But I also wanted to go abroad. For my Exchange I went to Shanghai. It was nice! For my Internship I went to Dubai and worked in the Hilton. I learnt that the world of business is about being able to work in a team. Now I am writing my thesis and I have the idea that I would like to stay in the hospitality industry.”





EXTRACURRICULAR ACTIVITIES AND STUDENT COMMUNITY

Discover the richness of university life through extracurricular activities. Gain credits as part of your Electives or as extra credits. Connect with fellow classmates through the Goin' app upon conditional admission. Start your journey with a warm welcome at the Welcome to ROFFA and IB Start Days.

FAST TRACK

Find out about the 3-years Fast Track Programme at rotterdamuas.com/IB



CeQuInt.
Excellence in Internationalisation

PRACTICAL & ENROLMENT INFORMATION

STEPS TO YOUR ENROLMENT

1. APPLY & REGISTER THROUGH [STUDIELINK.NL](https://studielink.nl)

2. Upload your application documents in Osiris Aanmeld. Original documents in German, French or Spanish are accepted.

Documents in other languages need to be translated into English.

3. Within 4–6 weeks of registering you will receive an invitation to complete the next steps of your enrolment, this also includes a study programme check interview to talk about your motivation and answer questions you might have. 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).

4. After payment, we will apply for your student visa on your behalf (only for non-EU/EEA nationalities).

5. Arrange your travel & accommodation (for non-EU/EEA only after receiving the travel visa).

6. 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 April; EU/EEA: 31 Jul

February intake: non-EU: 1 Oct; EU/EEA: 31 Dec

MORE INFORMATION

Admissions and the programmes:

Centre of International Affairs (CoIA)

Admissions: coia-admissions@hr.nl

Phone: +31 10 794 62 51

Chat: rotterdamuas.com/chat

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

STUDENT AMBASSADORS

Email: coia-studentambassadors@hr.nl

Instagram: [internationalstudents_ruas](https://www.instagram.com/internationalstudents_ruas)

Facebook: Student Ambassadors of RUA

ACCESSIBILITY

All Rotterdam University of Applied Sciences locations are accessible. A ramp or lift is available to enter the RUAS buildings. Most locations have special parking spaces. At every location you can find adapted toilets. Do you need extra support? Please always check in with reception so that they can help in case of an emergency, such as an evacuation. If you need specific facilities, discuss them first with a student counsellor. Together with your study programme, you can check what is possible at your location.

SPORT FACILITIES

As a student of RUAS you can use the sport facilities on the Erasmus University campus, which is right next door. Try one of the 50 different sports. More information can be found at erasmusport.nl

COIA STUDENT SUPPORT

The Centre of International Affairs can assist you with several non-programme related matters. You can consult Student Support concerning questions about resident permits, insurance, and bank matters.

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. Info: rotterdamuas.com/visa

UNIVERSITY STUDENT HOUSING (by SSH)

Rent is between € 475 – € 715 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

CREDITS

Photo's: DeGA Visuals. Design: Trichis.nl

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 [internationalstudents_ruas](https://www.instagram.com/internationalstudents_ruas)

VISIT US



We offer open days, individual visits and webinars for you: www.rotterdamuas.com/meetus

LOCATION INTERNATIONAL BUSINESS

Rotterdam Business School
Kralingse Zoom 91
3063 ND ROTTERDAM