

Aim of BSc International Business Administration (IBA)

The **graduate** of the **BSc International Business Administration** programme at the BMS faculty of the University of Twente is an entrepreneurial academically trained globally oriented junior level management professional, competent in conducting research, designing and organizing business solutions under supervision and ready to start an international business career. He/She is also optimally prepared to further specialize in an advanced (MSc) level business studies programme.

The programme presents the basis of International Business Administration interdisciplinary through the inclusion of its main disciplines, with a focus on UT's HTHT Business Administration fields in an international/global context:

- Human Resource Management,
- Financial Management,
- Change Management,
- Innovation and Technology Management,
- Innovative Entrepreneurship,
- Marketing and Strategy,
- Business Information Management,
- Purchasing and Supply Management

Next to the knowledge domains, four themes are integrated into the programme:

- research methods,
- internationalization,
- business skills and
- corporate interaction.

This aim and approach is part of the aim hierarchy:

Hierarchy of Aims and IBA's Intended learning outcomes

<p>University /BMS aim (A)</p>	<p>The University of Twente aims to produce outstanding graduates who excel by combining expertise from a range of fields as they design solutions that meet the demands of the future. A future defined by ambition, innovation and entrepreneurship. The UT alumni are well-rounded individuals with a thorough knowledge of their discipline. They are uniquely capable of taking a smart and relevant approach to applying their expertise. This approach is informed by their keen awareness of the interdependence between technology, the individual and society, this is reflected by the UT slogan 'High Tech Human Touch' (HTHT). . The core values of the University of Twente (UT) is what makes the UT unique: focused on society, driven by synergy, entrepreneurial, and international. The UT seeks to develop a wide range of personal skills in the three areas of researching, designing and organizing.</p> <p>The school of Behavioural, Management & Social Sciences (BMS) is embedded in UT's high tech environment, which provides ample opportunities for smart innovations. BMS graduates are educated on the interface between the technological and the social domain. The research focus is on how technology interacts with people and society. The school of BMS thus brings the human touch in the 'High Tech Human Touch'. The school has a strong basis of disciplinary knowledge from the behavioural management and social sciences domains and collaborates in multidisciplinary teams in research and education, within and across the school. Where social science researchers at other universities often stop after having described the social challenges and analysed them to provide an explanation of the phenomena at hand, at the University of Twente we take two additional steps:</p> <ol style="list-style-type: none"> 1. We seek to design a solution (intervention) that may help to solve the problem identified, and 2. We seek out how best to implement these interventions, and we evaluate the success or failure of the intervention. <p><i>Source: University of Twente Vision 2020/Tech4people</i></p>							
<p>Overall programme aim BSc IBA (B)</p>	<p>The graduate of the <u>BSc International Business Administration programme</u> at the BMS faculty of the University of Twente is an entrepreneurial academically trained globally oriented junior level management professional, competent in conducting research, designing and organizing business solutions under supervision and ready to start an international business career. <u>He/She</u> is also optimally prepared to further specialize in an advanced (MSc) level business studies <u>programme</u>.</p> <p>The programme presents the basis of International Business Administration interdisciplinary through the inclusion of its main disciplines, with a focus on UT's HTHT Business Administration fields: Human Resources Management, Financial Management, Change Management, Innovation and Technology Management, Innovative Entrepreneurship, Marketing and Strategy, Business Information Management, Purchasing and Supply Management in an international/global context. Next to the knowledge domains, four themes are integrated into the <u>programme</u>: research methods, internationalization, business skills and corporate interaction.</p>							
<p>Programme specific BSc IBA (C)</p>	<p>Upon completion of the IBA <u>programme</u>, a graduate is competent in systematically answering descriptive and explanatory questions in the context of international business and:</p> <p style="text-align: center;">Researcher</p>		<p>Upon completion of the IBA <u>programme</u>, a graduate is capable in selecting and designing solutions to international business problems and challenges and:</p> <p style="text-align: center;">Designer</p>			<p>Upon completion of the IBA <u>programme</u>, a graduate is equipped with managerial and organizational skills in HTHT business contexts and international experience. A graduate:</p> <p style="text-align: center;">Organizer</p>		
<p>Programme specific ILO</p>	<p>is able to formulate relevant international oriented business questions and problem statements</p>	<p>is able to use and apply standard business concepts, models and theories</p>	<p>is able to collect data, to test expectations critically and to evaluate findings</p>	<p>is able to analyze a business problem and to formulate solution-oriented goals</p>	<p>is able to propose and select newly designed solutions to business problems/ interventions</p>	<p>is able to describe and analyze alternative designs and plan the implementation process</p>	<p>is able to organize and manage in a business context, using communication skills, project management skills, and an entrepreneurial attitude.</p>	<p>is able to reflect on organizational performance and ethical aspects of doing business, taking into consideration the (inter-) cultural environment.</p>

Intended learning outcomes (ILO's) of the BSc programme in International Business Administration

(=competences of IBA researcher, designer and organizer)

- 1. Upon completion of the IBA programme, a graduate is competent in systematically answering descriptive and explanatory questions in the context of international business and:**
 - 1. is able to formulate relevant international oriented business questions and problem statements**
 - 2. is able to use and apply standard business concepts, models and theories**
 - 3. is able to collect data, to test expectations critically and to evaluate findings**

- 2. Upon completion of the IBA programme, a graduate is capable in selecting and designing solutions to international business problems and challenges and:**
 - 1. is able to analyse a business problem and to formulate solution-oriented goals**
 - 2. is able to propose and select newly designed solutions to business problems/ interventions**
 - 3. is able to describe and analyse alternative designs and plan the implementation process**

- 3. Upon completion of the IBA programme, a graduate is equipped with managerial and organizational skills in HTHT business contexts and international experience. A graduate:**
 - 1. is able to organize and manage in a business context, using communication skills, project management skills, and an entrepreneurial attitude**
 - 2. is able to reflect on organizational performance and ethical aspects of doing business, taking into consideration the (inter-) cultural environment**