

Competence Profile in the BSc IB Program.

This document contains the competencies delivered by the Bachelor of Science (BSc) in International Business (IB) program. These competencies define the knowledge, skills and attitude that program graduates need to have in performing professional tasks in the field of international business.

The BSc in International Business focuses on studying the dynamics of the international economic environment within which companies, and other for profit and non for profit organizations, operate and the appropriate management activities in this context. The primary focus is on the international dimension of conducting business. The IB program sets itself the target of training students, on the basis of a broad and primarily professional international orientation, to assume commercial and economic positions.

The BSc IB is a broad general education with a process-oriented view on management. The international economic developments and the effects they have on the international organization are the special subjects of study. Besides these professional foundations, graduates will earn competencies in intercultural co-operation and communication, critical analysis, creative problem solving, planning and learning abilities.

Upon completion of the BSc IB program the graduate should be able to:

- Outline and evaluate the key patterns and trends in international business activity, the different approaches to internationalization, the influence of increasing globalization, international trade systems and financial relations, and the role of several principal institutions (e.g. WTO, EU, IMF, World Bank) on international business.
- Display intercultural competency, which includes both culture-specific and culture-generic knowledge, attitudes, and skills¹. The generic approach enables individuals to learn how to learn from subsequent specific cultural experiences. A person who is interculturally competent can apply their understanding of specific cultural differences to position specific settings,

¹ Culture-specific competencies (relating to a particular cultural group) include the ability to recognize, understand and accept, in interaction with people from other cultures, their specific concepts in perception, thinking, feeling and acting. Culture-generic competencies (that are applicable across cultural groups) include knowledge of the underlying principles, characteristics, components and universal dynamics that in varying combinations govern all cultures.

for example, human resources management, marketing and intercultural communication.

- Research and analyze relevant international business problems, propose policy goals and objectives and to prepare alternative solutions in order to optimize business and human resources processes in order to strengthen the synergy between strategic, structural and cultural aspects of the organization.
- Pro-actively seek and commercially evaluate business opportunities for both new and existing products/services.
- Use his/her conceptual skills to contribute to the development and evaluation of the internationalization strategy of a company.
- Perform a country analysis on macro, industry and micro level, to conduct an international market survey in order to assess foreign market opportunities and competition.
- Formulate market-entry strategies, draft an international marketing plan and implement, co-ordinate and control the international marketing and sales programs.
- Assess processes and decisions involved in developing international operations, focusing on supply chain management and explain the meaning and application of key logistical concepts.
- Contribute to and evaluate key accounting summaries (profit and loss account, balance sheet and cash-flow statement) and outline the differences between various external reporting standards (financial accounting).
- Evaluate investment opportunities, contribute to the assessment of long-term and short-term debt and equity financing and to contribute to managing financial risks.
- Apply relevant scientific insights, theories and concepts, to combine several subjects, to gather information and draw conclusions in a methodical and reflective manner. Act carefully and punctually and to produce output that is literate, numerate and coherent.
- Act in accordance with the accepted principles of right and wrong that govern the conduct of a profession on issues like transparency, increasing stakeholders demands, environmental issues, cultural differences, corruption and bribery and social responsibility.
- Understand of the ethical, normative and social issues related to the professional practice and accept the responsibility for his actions.