

COMPETENCY PROFILE

BSc in Business, Asian Language and Culture – International Business in Asia (IBA)

KNOWLEDGE

The IBA graduate knows how to do business in Asia. They can - based on knowledge of business studies, language and culture - manage the manifold challenges businesses face in Asian markets. Building on their knowledge of micro-economic models and theories, the graduate is able to engage in fundamental micro-economic analyses in general and the Asia-specific context in particular. The graduate possesses basic knowledge of quantitative and qualitative methods. Furthermore, the graduate is able to communicate, at an intermediate level, both verbally and in writing, specific and complex business aspects in Mandarin Chinese or Japanese.

SKILLS

The IBA graduate is able to analyse challenges for international business in relation to Asian markets. Based on insights into business studies and management, the graduate will be able to support the evaluation of investments and other managerial decisions. For example, students are able to evaluate a company's entry strategies and foreign direct investment options for both established and emerging markets. The IBA graduate is able to contextualise the organisation's situation with respect to current business trends and practices in Asia. The graduate has language skills that allow direct information access and the formation of personal relationships. Furthermore, students understand the role of networks, hierarchy and non-frontational communication embedded in the Confucian traditions, crucial for successful business in Asia. Beyond these specialised skills, IBA graduates develop teamwork abilities, analytical rigour, information retrieval skills, and entrepreneurial practice based experience.

COMPETENCIES

The IBA programme is rooted in the International Business discipline. The student gains competencies in three areas: (1) business administration; (2) Asia specific business studies; and (3) Asian languages and culture. The programme prepares the student for the labour demands by enterprises with growing business activities in Asia. In particular, the graduate will be able to assist companies that are doing business in or with China or Japan with insights into business practices in general, both from a conceptual as well as from an empirical perspective. Based on their knowledge the graduate will be able to propose relevant market entry, financial investment and marketing strategies. The IBA graduate is able to service a company's communications needs, both externally and internally. These competencies related to Asian business, languages and cultures also become increasingly relevant for tasks at government agencies, non-governmental organisations as well as business associations.