



Bachelor in Business Studies

General Phase

The International Business School, The Hague (I.B.S.H) Netherlands offers a Bachelor of Arts in Business Studies. The three-year (180 ECTS) Programme in Business Studies offers a unique blend of academic education in business studies, management and development; and a unique combination of theoretical training, practical exercises and professional internship positions. You will get the chance to specialize in any of the following topics: Banking and Finance, Finance and Accounting, Human Resource Management, International Marketing, Hospitality, Tourism and Hotel Management, Business Information Technology Management, Business Management. For more information about these specializations continue reading.



To assist in understanding how theoretical insights apply to real world situations, the Bachelor in Business Studies combines core and elective modules that blend various teaching and learning methods, including lectures and seminars, workshops and simulations, as well as personalized assignments and numerous opportunities to explore, develop, present and debate ideas and aspirations.

What to expect from I.B.S.H. Executive BA-BS:

An internationally accredited Bachelor's Degree in Arts, our program is a solid and professional one, giving you the opportunity to specialize in several areas of interest. At I.B.S.H. the courses are taught by experienced academics and distinguished practitioners with background in international businesses, civil society, management and in finance and accounting. Our diverse faculty shares a deep commitment to the development of our students, and a desire to encourage, challenge and inspire them.

Admission Information & Requirements

- Has completed a secondary school / high school education (12 years or more);
- Has a sufficient command of the English language (IELTS 6.0 or higher);
- Has met the additional requirements on legal residency;
- Has completed the Application Form; and
- Has paid the program's registration fee (€ 100) and tuition fee.

‘What I like about IBS The Hague, is that I know my teachers and we study in small groups.’

‘I have learned so much here and the classes were both practical and at a the right level for me.’

Year 1*

First semester

MODULE TITLE	ECTS
Principles of Management	5
Accounting I	5
Introduction to Economics	5
Introduction to Marketing	5
Business English	5
International Business Law I	5
Total: 30 ECTS	

Second semester

MODULE TITLE	ECTS
Marketing Management	5
Human Resources Management	5
Introduction to Finance	5
Business Computing I Computer literacy	5
Mathematics for Business	5
Communication	5
Total: 30 ECTS	

Year 2*

Third semester

MODULE TITLE	Credits (ECTS)
Statistics for Business	5
Microeconomics	5
Accounting II	5
Macroeconomics	5
Business and the Internet	5
Finance II	5
Total: 30 ECTS	

Fourth semester

MODULE TITLE	Credits (ECTS)
Operations Management	5
Academic Skills	5
Marketing Research	5
Decision Making	5
International Business Law II	5
International Business	5
Total: 30 ECTS	

Year 3*

The following specializations are offered:

Topic

Banking and Finance

Financial management and the relations of companies to banks are at the core of modern business.

This specialization offers a solid foundation in

1. corporate financial management, international finances
2. taxation and international business law
3. (international) investment banking
4. strategic financial management

Finance and Accounting

Finances are the major indication of the success of a company. Accounting delivers the data and overviews needed for a company's external investor relations and for strategic management decisions.

The program will give insight into:

1. key ideas in financial analysis
2. strategic financial planning
3. the latest developments in corporate financial governance

Human Resource Management

HRM is more and more recognized as a strategic resource for companies. Many sectors of the economy strongly rely on hiring and training specialists with the right knowledge, skills and attitude.

The following topics will be addressed:

1. internationalization of the labor market
2. cross-cultural communication and management
3. performance management
4. motivation
5. team work

International Marketing

IM focuses on finding and developing markets for products in an increasingly international competitive field.

Core elements of the program are:

1. marketing research
2. consumer psychology and behavior
3. strategic marketing plans
4. branding
5. public relations
6. new developments (e.g. social media marketing)

Hospitality, Tourism and Hotel Management

The program is a solid basis for people wanting to work in the tourism sector or considering to start their own tourism company.

This specialization focuses on specific aspects of the tourism sector:

1. general management
2. finances
3. entrepreneurship
4. leadership
5. quality management

Business Information Technology Management

IT has become a critical part of the functioning of companies, in administration, planning, research, marketing and public relations. There is a strong demand for people who understand both IT and general business.

This program focuses on:

1. planning and developing IT as a core function of modern business
2. hard- en software planning
3. IT demand analysis
4. IT architecture
5. IT safety
6. data science

Business Management

The quality of management is the main factor determining the success of a company.

Management covers all aspects of business, including:

1. strategic goal setting
2. financial planning
3. corporate organization
4. team building
5. communication

* Subject to change