

De Baak – Noordwijk
02 – 04 November 2016

Mini MBA International Entrepreneurship

Senior Executive Program
Post Graduate Level

*Create your own future
through international &
entrepreneurial competences
and membership of an
international community*



**INTERNATIONAL
BUSINESS DEVELOPMENT
ACADEMY.**

Mastering International Entrepreneurship

The Mini MBA International Entrepreneurship program is designed for (future) international operating entrepreneurs, professionals and managers who would like to master the various aspects of international business in a compact way.

The program aligns the needs of the current era of globalisation, intensified competition and the transition from an industry economy to a network economy. There is a need for innovative business formulas for ongoing innovation, international entrepreneurship and co-creation.

You will be trained to think 'out of the box', analyse opportunities and obtain capabilities to materialise these opportunities. You will obtain skills for international entrepreneurship and learn to analyse the different aspects of cross border business operations in an integrated way. You will learn about entrepreneurial attitudes and to think and act in accordance with new business models, new revenue generation formulas, innovations in partnership with other (foreign) companies, risk analysis and operate as connector and networker.

Program Competencies

- ☐ Have knowledge and understanding of internationalisation strategies
- ☐ Able to perform risk analysis
- ☐ Able to analyse value chains and prepare value proposition concepts
- ☐ Able to analyse business models of international operations and apply SWOT analyses effectively on business formulas
- ☐ Able to prepare risks / cost drivers analysis and translate these into cash flow scenarios
- ☐ Able to design and develop international business development concepts with integrated revenue generation models
- ☐ Able to apply and analyse international commercial agreements
- ☐ Able to apply/integrate the abovementioned competences on a real life company situation and present/justify solutions and conclusions
- ☐ Able to apply critical reflection on the own way of working

International Business Development Academy

IBDA is a global knowledge institute focused on development, professionalisation and enhancement of international business development and entrepreneurship. IBDA does this by offering an integrated portfolio of learning, membership, business networking, research and valorisation programs. Learning programs at IBDA are compact, competency-based and designed to improve the entrepreneurial skills of professionals and managers. Our moderators are academics with teaching skills, extensive international experience in business and management of international operations. They are competent in connecting theories to the practice of international business operations, have large international network and can appeal on their many international references. The Mini MBA programs of IBDA are accredited by University of Business & International Studies (UBIS University) in Geneva, Switzerland and prepare participants for Executive MBA programs. IBDA Mini MBA certificate holders are entitled to 6 CP/10 EC credits exempts in the Executive MBA Program.



Program Structure & Content

The Mini MBA International Entrepreneurship is an 8-weeks program consisting of:

- ☐ 3 days classroom teaching for theoretical concepts and assignments
- ☐ 7 weeks individual assignment (business case), supported with individual coaching and feedback.

Week 1 (02-04 December 2015) <ul style="list-style-type: none"> <input type="checkbox"/> Classroom teaching <input type="checkbox"/> Theoretical concepts <input type="checkbox"/> Assignments <input type="checkbox"/> Business case proposal <input type="checkbox"/> Reflection & feedback 	Week 2 – 7 <ul style="list-style-type: none"> <input type="checkbox"/> Integrated Project <input type="checkbox"/> Business case <input type="checkbox"/> Individual Coaching (<i>distance</i>) <input type="checkbox"/> Reflection & feedback 	Week 8 <ul style="list-style-type: none"> <input type="checkbox"/> Assessment & Feedback <input type="checkbox"/> Certification
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Day 1: Conceptual Modules

Central theme: **internationalisation**

You will learn to deal with the fundamental aspects of business models engineering, value creation, internationalisation concepts and the value of products and services from the perspective of clients abroad.

Program:

- ☐ Introduction
- ☐ Designing Value Propositions (1 EC)
- ☐ International Business Strategies (1 EC)
- ☐ International Operations Business Models (1 EC)

Day 2: In-depth aspects of international business

Central theme: **Risk management and risks mitigation**

You will focus on the three key aspects of international business development that each manager should master adequately: business agreements and its associated risks, legal issues and financial engineering of (international) projects.

Day 2 ends with a master class about working across cultures.

Program:

- ☐ International Business Law (1 EC)
- ☐ Finance in International Operations (1 EC)
- ☐ Master class: Operating in multicultural Business Environments

Day 3: Construction of Integrated project (Harvard case method)

Central theme: **International business project**

- ☐ International Business Development Concepts & Scenarios (1 EC)
- ☐ Introduction to Project
- ☐ Assignment: You will work, based on your own business environment, on the construction of the outline of your final project: *an export plan with investment & risks analysis*
- ☐ Presentation: You will present your project outline for discussion, peer review, feedback and pre-approval

Project Execution with remote support/ coaching from IBDA

Putting theory into practice
Central theme: **Business & Entrepreneurial skills**

- ☐ Integrated project (4 EC)
- You will apply and integrate the learned matters to develop a solution for a real life challenge in your own organisation. You will do research, perform analysis and workout a strategic approach to export a product. The project should contain conclusions, recommendations and a self-reflection section.

Participants Profile

- ☐ Directors, managers and professionals companies
- ☐ International active entrepreneurs / Consultants
- ☐ Graduates with the ambition to work for multinationals and international companies
- ☐ Professionals / Managers who wish to settle abroad
- ☐ Bachelor plus level

Structure & Didactics

The program, designed and delivered at EQF 7 level (EU Qualifications Framework, master level), is based on the five Dublin descriptors (EU criteria for Higher Education). The program is coherent and contextualised in the professional field of international business development and entrepreneurship. The complexity of the job of the International operating Business Development Manager is leading.

Participants will receive a syllabus, in advance, to prepare themselves for the modules. The teaching/learning will take place on the basis of the **Action Learning Model**. This education concept requires an active and interactive participation of participants. In a logical sequence a number of topics will be discussed on the basis of theory and practice. This method enables participants to develop a sound understanding of the underlying theories and to share experiences. The project is a final capstone module based on a real life question of the participant's company. The configuration is such that it allows for application and integration of the learned matters, communicating them and self-reflection. The project will be assessed and provided with feedback.

Certification & Accreditation

Upon successful completion of this accredited program, representing 6 CP/10 EC on Executive MBA level, participants will be awarded with the Mini MBA International Entrepreneurship certificate and transcript from IBDA, The Netherlands.

Participation Fee

The fee for participation in this intensive program is € 1.850 excl. VAT. The price includes the required course material (digital), but excludes recommended literature (books).

Information & Contact

IBDA, www.ibda.eu is located at Koningin Astrid Boulevard 23 (Building De Baak Seaside) in Noordwijk, The Netherlands. For further information and registration you can contact: Mr. Rob van Nes MBA CIBDE, Tel.: 0031653845563 / Mail: rvn@ibda.eu

