

Programme Overview Exchange – Fall 2026

Please read the following information carefully!

- Application is on a first-come, first-served basis.
- A combination of courses between programmes or semesters is not possible.
- Some programmes mention optional additional language courses. These courses are part of the English Language and European Culture programme and are available to exchange students who are not participating in this programme. Feel free to add these courses to your learning agreement.
Important note: If, after receiving your schedule, you notice that the additional course does not fit within the main schedule of your programme, you will not be able to follow this course.
- All programmes are subject to change.
- Some courses are only graded with a pass or fail. For the Minor Doing Business in and With Europe, **all** courses will be graded on a pass/fail basis.

Minor International Business Management

Create your individual programme

- Level of English: equivalent to IELTS 6.0
- The foundation year should be rounded off
- Places in these courses are accepted on a first-come, first-served basis

Course name	ECTS	Maximum number of participants
International Management	12 ECTS	16
International Marketing	12 ECTS	16
International Customer Insights	6 ECTS	24
International Events Management	6 ECTS	24
Global Sport Marketing	6 ECTS	24
Business Psychology	6 ECTS	24
Leadership & Coaching	6 ECTS	12

Optional additional courses:

Dutch for beginners 2 ECTS
 Business English 2 ECTS
 German for beginners 2 ECTS

Minor Doing Business in and With Europe

- Level of English: equivalent to IELTS 6.0
- The student's major should be business-related
- The foundation year should be rounded off

Mandatory courses

Project: Establishing Business Opportunities in Europe Online: coaching of project groups On campus: presentations, discussions, and question rounds	10 ECTS
Seminar: European regions, clusters, culture and people On campus	5 ECTS

Electives

European economics, trade and law Online	5 ECTS
International Taxation in Europe On campus	5 ECTS
Fresh Supply Chain and Logistics (Euregion focus) Online	5 ECTS
Current Affairs On campus: 1 st half of the semester Online: 2 nd half of the semester	5 ECTS
Business Etiquette in Europe On campus	5 ECTS

Optional additional courses:

Dutch for beginners 2 ECTS

German for beginners 2 ECTS

Business English 2 ECTS

- Please note that **all** courses will be graded with a pass or fail (no grades are given).
- The choice of electives is only a pre-selection. You will have to choose again in the first lesson week. You will likely be allocated to the selected courses, but it is not yet guaranteed.
- This Minor is hybrid, meaning some courses are taught online, some are taught on campus, and some are taught partially on campus and partially online.

Unlocking global business: foundations for the future

Fixed first-year semester programme, consisting of 2 study blocks (UoL 1 and UoL2)

Level of English: equivalent to IELTS 6.0 - Maximum number of participants: 25

UoL1: Getting familiar with business disciplines 15 ECTS
Fundamentals of Financial Management
Understanding Markets and Customer Needs
Fundamentals of Logistics
International Strategic Management
Research Skills
Communication & Collaboration Skills
Digital Literacy & Media Competence
Case Study: Café Fresh – A Local Business Start-Up in Venlo

UoL2: Starting a Business 15 ECTS
Finance & Cost Accounting
Market Research & Sales Strategy
Setting up Logistics
Global Entrepreneurship
Research Skills
Communication & Collaboration
Digital Literacy & Media Competence
Project: Start up your own Business

Marketing Management

MM semester 3

- Maximum number of students: 10
- English: equivalent to IELTS 6.0
- Major should be business-related.
- Foundation year should be rounded off.

Subjects to choose from:

M31M	Marketing Process III: Brand Management	5 ECTS
M32M	Marketing Process IV: Product, Price & Place	5 ECTS
M33M	Marketing Project III: Qualitative Research	5 ECTS
M34M	Marketing Topics V: E-commerce	5 ECTS

MM semester 7

- Maximum number of students: 10
- English: equivalent to IELTS 6.0
- Major should be business-related.
- Foundation year should be rounded off.

Subjects to choose from:

G71M	Marketing Synthesis: Marketing Plan (Marketing Major required) G71.1M Project Marketing Concept G71.2M Individual Topic	10 ECTS
G72M	Marketing Topics VII: CRM Data Analytics	5 ECTS
G73M	Marketing Topics VIII: Sales & Law	5 ECTS
G74M	Business & Economics III: International Trade	5 ECTS
G75M	Communication & Culture V: Intercultural Business Competences	5 ECTS

Additional courses:

Dutch for Beginners 2 ECTS

German for beginners 2 ECTS

Business English 2 ECTS

International Finance & Control

IFC semester 3

- Maximum number of students: 15
- English level: equivalent to IELTS 6.0
- Major should be business-related
- Foundation year should be rounded off

Courses to choose from:

HFI1	Finance Project	5 ECTS
HFI2	Investments	5 ECTS
HAT1	Financial Reporting Project	5 ECTS
HAT2	Taxes	5 ECTS
HQR1	Research Project	3 ECTS

HFI1 needs to be taken together with HFI2

HAT1 needs to be taken together with HAT2

Additional courses:

Dutch for Beginners 2 ECTS

German for beginners 2 ECTS

Business English 2 ECTS

International Business

Semester 3

- Maximum number of students: 5
- Level of English: equivalent to IELTS 6.0
- The student's major should be business-related
- The foundation year should be rounded off

Courses to choose from:

MM1	Project: Develop your business (mandatory)	15 ECTS
MM3	Business Intelligence I (mandatory)	2 ECTS
MM4	Effective Communication Skills III (mandatory)	3 ECTS
MM5	Additional language III (Spanish A2-B1)	2 ECTS

Semester 4

- Maximum number of students: 5 - Level of English: equivalent to IELTS 6.0
- The student's major should be business-related - The foundation year should be rounded off

Courses to choose from:

MM7	Project: Drive your Business (mandatory)	15 ECTS
MM8	Business Intelligence I (mandatory)	3 ECTS
MM9	Effective Communication Skills IV (mandatory)	2 ECTS
MM10	Additional language IV (Spanish A2-B1)	3 ECTS

Optional additional courses for both semesters:

Dutch for Beginners 2 ECTS

German for beginners 2 ECTS

English Language and European Culture

- For business and non-business majors
- Create your individual programme from the courses below
- Students who have an IELTS score higher than 6.0 (B2 Cambridge level or equivalent) will be advised to participate in a first-year programme

Please note that when choosing the ELEC programme, it is expected that students will take Effective Communication for Business –Intermediate.

Course name	ECTS	Minimum/maximum number of participants
Effective communication for business – intermediate IELTS score: 6.0 recommended	10 ECTS	Minimum 10
Business English No IELTS necessary	2 ECTS	Minimum 10
Dutch for beginners	2 ECTS	Minimum 10
German for beginners	2 ECTS	Minimum 10
Marketing for beginners IELTS score: minimum 5.5	5 ECTS	Minimum 10
Current Affairs IELTS score: 6.5 necessary	5 ECTS	Maximum 5
Culture No IELTS necessary	5 ECTS	Minimum 10
International customer insights Only available to students doing Effective communication for business - intermediate	6 ECTS	Maximum 5
International Events Management Only available to students doing Effective communication for business - intermediate	6 ECTS	Maximum 5