

Sustainable International Business



Determine your contribution to the balance between people, planet and prosperity in international business

Are you looking to develop a broad perspective on sustainability in international business? The minor SUIB offers just that: you will study environmental, social and economic aspects of international business in various industries and organizations, in the classroom and on location, with a heterogeneous group of international students, with a possibility to go abroad for five or ten weeks in the second quarter.



Excursion Inntel Hotel, Utrecht



Excursion Central Station, Utrecht

Why this minor/short course?

This minor will help you to get a better understanding of the ongoing heated debate concerning environmental, social and economic impacts of global trade and will help you making up your own mind in these matters. Various controversial issues of sustainability will be addressed from the following three angles:

- planet: environmental aspects, such as water pollution, toxic chemicals, etc.
- people: social aspects of corporate social responsibility (CSR), such as people in the value chain, culture, leadership, international labour relations and human rights
- prosperity: sustainable economy, free trade, product chains, global governance, international relationships and politics.

In the first period of ten weeks the minor will be focused on acquiring **knowledge** about these three angles.

The second period of nine weeks is focused on acquiring **experience** in the field. In previous editions of this minor students have travelled to Africa, Asia, Australia and Europe for internships with local organizations for the duration of a period of five or eight weeks. Students that remain in the Netherlands will work on projects for international companies or organizations in the Netherlands, researching and advising them on an actual sustainability issue.



Former MSUIB student Marton Mengerink during his internship in Vietnam

For whom?

Are you an ambitious and inquisitive student in the main phase of an HBO-bachelor programme student with a broad interest in sustainability issues in international business? Then you are just what we are looking for. We aim for a culturally and professionally diverse international group of students. The only requirement is that you have attained the propaedeutic/first year certificate. It is also possible for international students to follow this minor as a 'short course'.

Which skills will be addressed in this minor?

In this minor you will work on various skills in an international setting, such as gaining economic, environmental and social insights, business development and marketing, human relations management, analytical approach and systematic thinking, cooperating in a heterogeneous group of people, research and reporting, English communication skills



Excursion break at Waste Factory, Veghel

What is the minor about?

The international business community is increasingly concerned with sustainability and is consequently looking for people that have knowledge in the field. This is why this minor offers a broad perspective on global issues in relation to Corporate Social Responsibility (CSR), such as:

- How can companies take responsibility for the planet (environment) and its people (social aspects) and generate sufficient long term profit (economy) as well?
- Which companies are exemplary?
- Which strategies do companies employ in emerging markets and developing countries?
- How can you approach cultural differences and improve cross-cultural communication?
- Which ethical issues need to be addressed?
- How are people treated in the international value chain?



Excursion paper mill Neenah Coldenhove, Eerbeek

- How effective are the various sustainability certificates?
- How can the life cycle of products be increased?
- How can the 'cradle to cradle' approach be increased?
- What does 'good governance' imply?
- What is the relation between 'neo-liberalism' and health and prosperity?

How is the minor structured?

The minor is full-time. Attendance is generally required three days a week. The remaining two days are for group work and independent study. The minor is structured as follows:

1st Period of 10 weeks

Starting with kick-off session and excursion day.

Focus on three theoretical classes addressing economic, environmental and social aspects of sustainability. These classes consist of lectures, interactivity, student presentations and various assignments. In addition to that a short class about research & reporting will be taught and the projects of the 2nd period will be started.

2nd Period of 9 weeks

Three options:

- Going abroad for internship/research for the duration of eight weeks, working on tailor-made assignments.
- Going abroad for internship/research for the duration of five weeks, working on tailor-made assignments. After the Christmas break joining the students that stayed in the Netherlands for guest lectures, documentaries and excursions.
- Staying in the Netherlands and working on a project for an international company, doing the necessary research in order to come up with advice on an actual sustainability issue, in combination with guest lectures, documentaries and excursions and a theoretical class about strategy.

Final assessments take place in the last week.



Excursion circular agriculture, Velhorst Lochem

Which activities?

The minor exists of the following activities:

- lectures/workshops
- debates
- presentations
- research and reporting on a project
- presentations
- excursions



Excursion Aebi Schmidt, Holten

Quote of a former MSUIB student

'The greatest threat to our planet is the belief that someone else will save it'

Recommendation from a former MSUIB student

'Interesting and instructive minor. Certainly recommended to students that wish to expand their knowledge with regards to sustainability and wish to improve their English language skills'

Practical information

Admission conditions

Propaedeutic/first year exam of a bachelor program

A letter of motivation may be requested

Where and when?

- Full time
- Saxion, School of Business, Building & Technology in *Deventer*
- August 31st 2020 – January 29th 2021

Minor examination?

The assessment of the modules consists of presentations, essays and (written) exams. Attendance and active participation are prerequisites.

The grade for the project is determined by the grades for the report assignments.

International short course

The minor is also offered as an international short course by Saxion (more information about international short courses at www.saxion.edu)

Maximum number of participants: 24 students

Should the minor be fully booked we will be happy to put you on a waiting list. In that case please send us an e-mail (address see below).

Language

English

Kind of minor

Economy, Management and Enterprise
Broadening of the scope

Coordination & information

Leontien Tiddens,
Coordinator minor SUIB
International Business School
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Should you wish to go abroad in the second quartile, then please contact us before May 1st

Follow us on Facebook:

 Saxion Minor Sustainable International Business

Quotes of the evaluation of earlier editions

'Learned a lot and had a great time!'

'It is very challenging and hard. I feel satisfied now that I finished the minor.'

'Interesting minor, a subject that is becoming more important in the future.'

'This minor can really make a difference.'

'Extra attention to student that wish to improve him- or herself.'

'If you want to learn about sustainability this minor is of good quality, thanks to the classes in Q1 and the guest lectures in Q2. The project gives a good insight in sustainability.'



Factory in China (picture taken by former MSUIB student Hidde Busscher during internship in China)



Excursion Van Gerrevink, Apeldoorn