

STUDY GUIDE

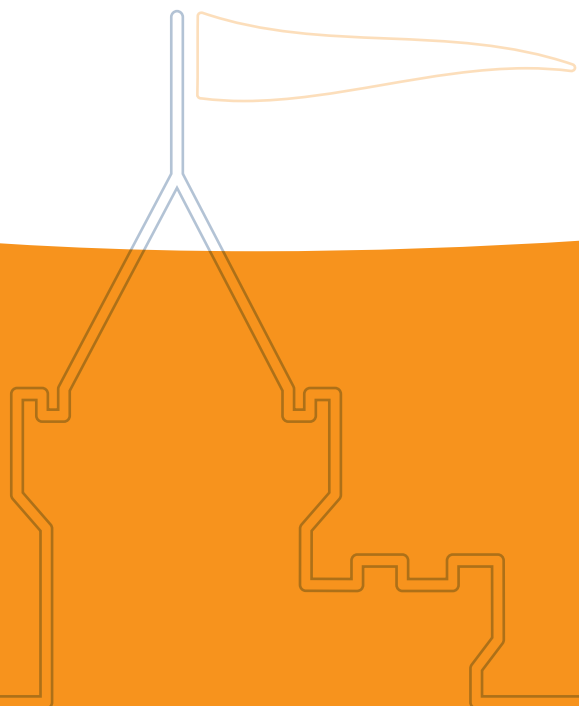
INTERNATIONAL BUSINESS

MBO4 IN 2 YEARS / HBO BACHELOR BSC IN 3 YEARS



Explore the world!

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INTERNATIONAL BUSINESS SCHOOL KRONENBURGH



Explore the world!

Is it your ambition to explore the world and work within international business?

Then we welcome you to The Kronenburgh International Business School. Kronenburgh IBS is a private school. We are here to support you in achieving your ambitions.

Our lecture building is in the center of The Hague with both stores and cozy terraces.

Our lecturers, who work in the business world themselves, enjoy sharing knowledge and experience gained within the business world with you.

Think - Act - Grow is what you will experience in our programs. A college day starts with the theory (Think); knowledge that you will apply in the afternoon (Act) in order to grow into the professional the business world is waiting for (Grow).

It is our education policy that all assignments are made during the lecture days under the supervision of the teacher.

Then after a college day at Kronenburgh you can do something different in the evening, such as sports.

As a small-scale school, we continue to offer you opportunities to successfully complete the program, but never lower the ambitions, because a Kronenburgher lives up to expectations.

Come and tell us about your ambitions and how you see your future. We then discuss how our International Business program can help you make this future a reality, exploring the world.

Welcome at the Kronenburgh
International Business School.

drs PSC Janssen MBA
college director



STUDYING IN THE HAGUE



In The Hague, city of Peace and Justice, the Dutch government and the Royal family are based in The Hague but also many international organizations have opted for our city.

But The Hague is also a top location for entrepreneurs and International Business. For example Shell's head office is in The Hague.

By following the education programs of the Kronenburgh International Business School you will acquire the knowledge and skills to work at this type of organization and company.

Thanks to the presence of International schools, Universities of applied science, the Leiden University, the Institute Social Studies (ISS) as part of the Erasmus University and of course the Kronenburgh International Business School, there is a true student life in The Hague.

You can become part of all that.



CLEAR STRUCTURED LEARNING



Pearson BTEC: Internationally recognised

The Kronenburgh International Business program is built on BTEC units (modules). A module is a set of college days around one subject such as 'Business Strategy' or 'E-commerce'.

BTEC is developed in collaboration with a wide range of students, employers, higher education providers, colleges and subject experts to ensure that the qualifications meet their needs and expectations. BTEC developers also worked closely with the relevant professional bodies, to ensure alignment with recognised professional standards. Therefore BTEC qualifications are widely recognised by industry and higher education as the principal vocational qualification at Levels 3, 4 and 5.

BTEC has engaged students in practical, interpersonal and thinking skills for more than thirty years. There is a great emphasis on employer engagement and work readiness. The BTEC qualifications in Business are designed to reflect this increasing need for high quality professional education at Levels 3, 4 and 5, thereby providing

students with a clear line of sight to employment and to progression to certificate, diploma or a Bachelor degree. For more information, see: <https://www.highernationals.com>.

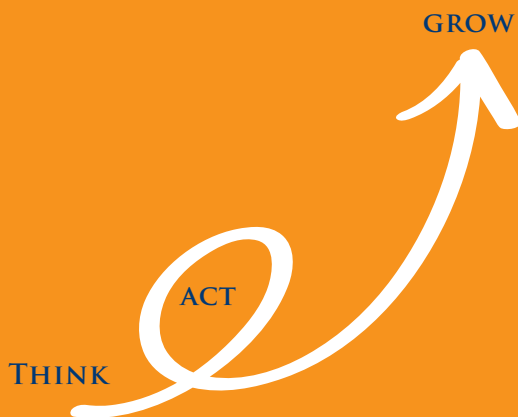
BTEC qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. Pearson is the world's leading learning company. Over 100,000 BTEC learners apply to university every year.

BTEC modules will be taught and assessed in English. In the level 3 program there are also some Dutch modules for those students that also want to receive the MBO 4 diploma.

How our education is structured

The first day of the college year is the Introduction Program.

First we will inform you about our education system. Then we will go to the beach for some teambuilding activities like beach volley-ball and wave surfing. Our second year students will be there also.



Every college year consists of 2 or 3 lecture periods. Every year the last period is an internship period.

A Lecture period lasts 8 to 10 college weeks.

During a lecture day (9 a.m. - 4.20 p.m.), 1 module is always central, for example the module 'Management Accounting' throughout the whole day. This way we can go into depth.

In the morning we focus on theory (Think) working college (theory combined with small exercises). In the afternoon we have the practical period where we put all theory into practice by making assignments, working out cases, doing projects (Act). (During the practicum you will do all the 'homework' supported by the teacher.)

At the end of the day we finish with a small end-of-day test. This way you as well as the Lecturer gets feedback on the individual learning processes. If you work hard, work will be finished at the end of the day and you are free to relax, do sports etc.

The last day of the module there will be an exam training. A lecture period ends with an examination week. This way you are well prepared for the internship (Grow).

Study trip: building further

In the first year of the BTEC International Level 3 Extended Diploma in Business / MB04 International Business but also in the first year of the Bachelor program there is a study trip. The first trip is inside Europe. The second trip is outside Europe. The main theme is entrepreneurship.

Internship

The internship is an important part of our education: learning on the job. You work on clearly defined assignments (BTEC3), you work on a business project (BTEC4) or you work on a research project (BTEC5). The last college period there is one colledag schedule free. You can use this day to find a suitable internship company. You can do your Internship with an international working company in The Netherlands or abroad.

English for international cooperation Our international Business program is in English as this language makes international cooperation possible. For the MBO 4 diploma you need to reach the B1 level. For the BTEC3 extended diploma you need to reach a B2 level. For the Bachelor degree you need to reach the IELTS level. The English language courses are part of our program but also can be optional for native speakers.

Preparing for Business Culture

Time is time, a deal is a deal. If you meet expectations you are rewarded. If you do not, then it is you having a problem doing extra work to bring the module marks at a positive level, while other students move on working on their new targets.

When it is appropriate or functional, we wear a business suit. This is for example the case during business visits, if we welcome external speakers, if we do exam presentations or during certain parts of the study trip.

We see the working colleges (morning) as a meeting within the business community. Mobile phones are switched off during the meeting. The chairman (the lecturer) has the floor and expects a contribution from all participants (the students) during the meeting. We see the practicum (afternoon) as the regular activities that you perform as an employee within the business community. You deliver quality when performing the tasks that have been assigned to you. If necessary, you seek collaboration with other employees (students) and look for the feedback from your team leader (the teacher). You receive feedback about the quality that you provide every day (end-of-day test), but you also receive an assessment after every examination period.

When you receive your period assessment the lecturers also give a mark for professionalism. How was your participation during the meetings (working colleges), how did you work during the practicum.

Motivated Lecturers and Students in small groups

Our teachers work in the field in which they teach within the study program. They like to talk about their profession and share best practices. They see you as a new colleague who will be trained to become the professional the business world is waiting for.

Students at Kronenburgh are ambitious and opt to accelerate their diplomas, are willing to go the extra mile in order to achieve goals in the future.

We work with groups of 15 students on average. In this way teachers and students can collaborate intensively during the lecture day and achieve good learning results.

Learning support

Kronenburgh is not a learning factory. We know each other and know where to find each other. If you have any questions, just drop in at the college director and / or your study supervisor. At Kronenburgh we just want you to reach the finish line and hand out a Kronenburgh certificate, diploma or degree.

If you have not passed a module, you will receive a resit. As a second year student you can then take the re-examination with the new first-year students and if necessary their resit.

The study supervisor will monitor and discuss your study progressions and discuss how you can make sure to reach targets.

During the internship there will be a business supervisor and a college supervisor.

Aptitude test, the final exam

The final component of our education is the aptitude test: the final exam. Are you ready to receive our certificate, diploma or degree?

During this test you show that you really master all competences.

The aptitude test can be taken at the BPV site where you have already worked for several months and are completely at home.

The aptitude test can also be taken at our college building.

You discuss a number of prepared assignments with an independent examiner. The examiner also observes you in professional practice.

The aptitude test is the crown on your achievements of the past education period.

The Bachelor period is finished according to the rules of the selected university.

These results will be integrated into the Kronenburgh Result Overview you will receive.



BTEC INTERNATIONAL LEVEL 3

EXTENDED DIPLOMA IN BUSINESS / MBO4 INTERNATIONAL BUSINESS

Business Roles

In a range of business roles students can find employment in (international) enterprise's as an assistant manager. The assistant manager international business works in all branches of international trade: wholesale, production companies and services. He works as an internal and / or external sales employee. He has great adaptability, is flexible and has the courage to move in an international context. He deals with different cultures and has sufficient language skills. In all cases, he is expected to be able to respond well to the situation at the customer and to adjust the service provision accordingly. He also knows how to deal with laws and regulations. He performs accurately to achieve his sales targets. He is entrepreneurial and creative to implement his commercial insights in import as well as export.



Overall program information

The Kronenburgh International Business program BTEC3 extended / MBO4 is a two-year, full-time program.

Career-ready education

BTECs focus on the holistic development of the practical, interpersonal and thinking skills required to be successful in employment and higher education.

Program

First year:

- Generic: Dutch, (Business) English B1 and Math;
- Office (Word, Excel en PowerPoint);
- Managing an Event, also including Effective Project Management;
- Investigating Retail Business;
- Research and Plan a Marketing Campaign;

- Sales Techniques and Process, also including:
 - Investing Consumer Services;
- Business Finance;
- Relationship Marketing;
- Principles of Management;
- Study trip;
- Business Internship / Work Experience in Business.

Second year:

- Dutch and (Business) English B2;
- Business Decision Making;
- Exploring Business, also including: Pitching for a New Business;
- International Business: also including Procurement, Logistics and Export Planning;
- Financial Statements for Specific Business, also including: International Law;

- Cost and Management Accounting;
- Business Ethics, also including Business and Environmental Sustainability;
- Business Etiquette and Intercultural Business;
- Macro and Meso Economics or Business Spanish;
- Business Internship / Work Experience in Business / Aptitude test.

For the Dutch system: de Keuzedelen zijn:

- Ondernemer MKB (K0165) en
- Havo Economie (K0843) of Spaans A2 (K0098) / Spaans B1 (K0099)

Admission requirements

BTEC International Level 3 Extended Diploma in Business / MB04 International Business is primarily designed for learners in the 16-19 age group, who want to progress to employment in a range of business roles. Progress could be either directly to employment roles, or via higher education business courses.

- Dutch education system: 'vmbo gemengd of theoretische leerweg TL / mavo diploma'. Also with a transitional proof 'havo 3>4' you can access the program. Our education is at the level of 'havo 4-5'.
- International education system: Students from international schools after 4 years of secondary education level 2 in the European Qualifications Framework for Lifelong learning (EQF). Our education is at the level 4 EQF.

The program is in English so you must be at level B1 / beyond level A2.

We also expect you to have good grades on math and Economics.

Examination

The Kronenburgh International Business Program MB04 / BTEC3 extended diploma results in two diplomas:

- diploma MB04 International Business; and
- The Pearson BTEC International Level 3 Extended Diploma in Business.

The program includes BTEC level 3 modules and MB04 modules. The level of education of the BTEC 3 extended diploma and the Dutch MB04 are equal see <https://www.nuffic.nl/en/subjects/education-and-diplomas-united-kingdom>.

MB0 4

Recognised education by the Dutch Ministry of Education, crebonumber: 25133 Assistent Manager Internationale Groothandel (Dutch diploma for vocational learning internationally recognised EQF4).

You will receive the MB04 diploma if you have passed each course module, the Business Internship is sufficient, you have completed the Career & Citizenship assignments and you have passed the practical final exam.

BTEC 3

The Pearson BTEC International Level 3 Extended Diploma in Business, is internationally recognised by many universities in England and abroad, explicitly mentioned as admission requirements. BTEC qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. Pearson is the world's leading learning company.

Further education

Our MB04 diploma BTEC3 diploma is accepted by UK and international universities, and higher education institutes for entry to relevant degree programmes.

Dutch system:

HBO Commerciële Economie, Small Business en Retail Management en Sales- en Accountmanagement, Management Economie en Recht (MER), International Business.

International system:

- Higher National Diploma in Business;
- BSc (Hons) in Business and Management;
- BA (Hons) in Business and Finance;
- BA (Hons) and BSc (Hons) in Business Studies;
- BSc (Hons) in International Management;
- BSc (Hons) or BA (Hons) in Marketing;
- BSc (Hons) in Retail Management.

Learners should always check the entry requirements for degree programmes with specific higher education providers.

The MB04 diploma International Business, and the Pearson BTEC International Level 3 Extended Diploma in Business both give access to the Kronenburgh Business School International Business program:

- first year: BTEC Level 4 Higher National Certificate in Business
- second year: BTEC Level 5 Higher National Diploma in Business
- third year: University TOP-up program: Bachelor degree / Bsc (Hons)

INTERNATIONAL BUSINESS

HBO BACHELOR BSC (HONS)

Business Roles

The skills offered as part of the Pearson BTEC Higher National Diploma can provide graduates with the opportunity to work in many different areas of the business sector. Some examples of job roles are:

- Business Manager
- Business Development Manager
- Business Advisor



Program

The Kronenburgh International Business program is a three years, full-time program. The program is build on the UK (United Kingdom) higher education qualification system:

- first year: BTEC Level 4 Higher National Certificate in Business
- second year: BTEC Level 5 Higher National Diploma in Business
- third year: University TOP-up program: Bachelor degree / Bsc (Hons)

So every year is awarded with a certificate, diploma or a degree.

Frist year: Level 4 Higher National Certificate in Business

The Level 4 Higher National Certificate in Business offers students a broad introduction to the subject area 'Business'. Students

will gain a wide range of sector knowledge tied to practical skills gained in research, selfstudy, directed study and workplace scenarios. Graduates successfully completing the Higher National Certificate will be able to demonstrate a sound knowledge of the basic concepts of business. They will be able to communicate accurately and appropriately and they will have the qualities needed for employment that requires some degree of personal responsibility. They will have developed a range of transferable skills to ensure effective team working, independent initiatives, organisational competence and problem-solving strategies. They will be adaptable and flexible in their approach to business, show resilience under pressure, and meet challenging targets within a given resource.

BTEC Level 4 units / modules

- Business and the Business Environment
- Marketing Essentials
- Human Resource Management
- Management and Operations
- Management Accounting
- Managing a Successful Business Project
- Business Law
- Innovation and Commercialisation
- Entrepreneurship and Small Business Management
- Optional: IELTS English.
- Internship: Business Project

Second year: Level 5 Higher National Diploma in Business

At the Kronenburgh Business School we offer the Level 5 Higher National Diploma in 'General Business' pathway, which allows students to complete a Level 5 Higher National Diploma without committing to a particular professional specialism. This offers additional flexibility for the third year at international universities. Holders of the Level 5 Higher National Diploma will have developed a sound understanding of the principles in their field of study and will have learned to apply those principles more widely. They will have learned to evaluate the appropriateness of different approaches to solving problems. They will be able to perform effectively in their chosen field and will have the qualities necessary for employment in situations requiring the exercise of personal responsibility and decision-making. The program is aiming students to be professional, self-reflecting individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world.

More information: www.highernationals.com.

BTEC level 5 units / modules

- Research project
- Organisational Behaviour
- Tapping into New International Markets
- International Marketing (and Sales)
- Business Strategy
- Human Resources - Value and Contribution to organisational Success
- E-commerce and Strategy
- Statistics for Management
- Business Intelligence
- Optional: IELTS English
- Internship: Research Project

Third year: University TOP-up program: Bachelor degree / Bsc (Hons)

The Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant business-related courses / undergraduate degree, for example:

- BSc (Hons) in Business and Management
- BA and BSc (Hons) in Business Studies
- BSc (Hons) in International Management.

Many universities allow advanced entry onto the second or third year of a degree. Some universities have direct articulations on to the second or third year of a bachelor's degree programme with Pearson BTEC Higher Nationals. Some Universities provide a one year top-up degree program.

You should be aware that university admission criteria is always subject to change and understand the course entry requirements for subject, year and grade before applying. So always check the entry requirements for degree programmes at specific Higher Education providers. For more information on entry requirements, including 2+1 articulations, please visit: <https://degreecoursefinder.pearson.com>

Example: Business Management BSc(Hons) top-up degree

(Based on the University of Brighton UK) modules:

- Strategic Management
- People and Systems
- Developing Academic Knowledge and Skills
- Dissertation/Project/Research option

Optional modules: Globalisation and International Markets, International Human Resource Management, Small Business and Entrepreneurship, Social Enterprise: New Business Planning, The Digital Economy, Game Theory in Economics, Finance and Business, Financial and Capital Markets, Financial Management, Employee Selection and Development, Understanding Employee Relations, Happiness: Work and Society, HRM and Organisational Change, Ecommerce and Online Behaviour, Commercial Law, Negotiation, Mediation for Law and Business, Intellectual Property Law, Human Rights and Business, Employment Law, Family Law, Retail Marketing and Distribution, Marketing Communications, Marketing Planning and Strategy, Consumer Psychology, Public Relations: Principles and Practice, Marketing Across Cultures, Procurement and Supply Chain Management, Search Engine Optimisation and Content Marketing Management.

Lecturer: 'From theory into practise this is great learning!'

Entrepreneur: 'The business project and the research project really helped our organisation to move forward. Thanks to the Kronenburgh students.'



Admission requirements

The admission requirements are:

Dutch system: MBO4, HAVO, VWO

International System:

- A BTEC Level 3 qualification in Business
- A GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A* to C (or equivalent and/or 9 to 4 (or equivalent) in subjects such as maths and English
- Other related UK Level 3 qualifications
- European Qualifications Framework for Lifelong learning (EQF): level 4 EQF.
- An international equivalent of the above

In order for students to be successful on the Kronenburgh International Business Program where students are both taught and assessed in English, it is critical that they have an appropriate level

of English language skills.

Students who are non-native English speakers and who have not undertaken their final two years of schooling in English, can demonstrate capability in English at a standard equivalent to the levels identified below:

- Common European Framework of Reference (CEFR) level B2
- PTE 51
- IELTS 5.5; Reading and Writing must be at 5.5
- or equivalent.

If the student is not at the B2 level, there is the opportunity to access a course at the Kronenburgh Language College in The Hague, see www.lc-kronenburgh.nl.

Some aspects of business e.g. accounting and finance require maths skills and we strongly recommend all students:

- Dutch education system: Wiskunde en Economie in het vakkenpakket bij havo-ers en vwo-ers. Bij MBO-ers moet



Wiskunde en Economie op de mavo in het vakkenpakket hebben gezeten. Verder het landelijke of instellingexamen Reken met positief resultaat hebben afgesloten op 3F.

- International Education system: an A* to C grade GCSE Maths and/or 9 to 4 in GCSE Maths, prior to starting the course.

Examination

At Kronenburgh we focus on the BTEC International Business Management path. The Ofqual Regulated Qualifications Framework (RQF) Qualification numbers are:

- Pearson BTEC Level 4 Higher National Certificate in Business: 601/8364/
- Pearson BTEC Level 5 Higher National Diploma in Business: 601/8365/2

The awarding institution is: Pearson Education Ltd. the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. Pearson is the world's leading learning company.

Further education or employment

After completing a Pearson BTEC Higher National Certificate or Diploma, students can progress directly into employment. You can also select a postgraduate / master study like for example at the University of Brighton:

- ACCA Accounting MSc
- Economics and Finance MSc
- Human Resource Management MSc
- Logistics and Supply Chain Management MSc
- Management MSc
- Marketing MSc

Dutch education system: je kunt kiezen voor een HBO master of een Universitaire master.

You should be aware that university admission criteria is always subject to change and understand the course entry requirements for subject, year and grade before applying. So always check the entry requirements for degree programmes at specific Higher Education providers.

THE BEST INVESTMENT



An investment in your education is an investment in your future so the best investment you can do!

The investment per course of the Kronenburgh Business College varies so please visit our website www.ibs-kronenburgh.eu

The education investment is structured as follows:

- tuition fees (per year) (2.5% increase for tuition fees in 10 instalments)
- literature (per year)
- examinations
- You bring your own laptop. We work with the Microsoft Office suite (Word, Excel, PowerPoint (full software versions, so no free or limited versions)).
- you have a representative business suit
- Study trip

Including:

- registration fee
- introduction day

Funding

Kronenburgh is a private school. This means that there is no government support for our school.

For the MB04 / BTEC level 3 program there can be a the public transport card. From the age of 18 there can be government funding, see www.duo.nl.

In the Dutch system student funding is a loan. There is no government support for students for the BTEC Higher National Diploma since our program is no part of the Dutch CROHO system but based on the UK education system.

Student: 'This structured leaning system of Kronenburgh "Think Act Grow", just suits me. It stimulates in realising the best results.'

ADMISSION PROCEDURE



Almost every Tuesday evening there is a walk-in evening at the Kronenburgh International Business School in The Hague. Come and meet us and we will discuss the options for following a course with us. For more information see www.ibs-kronenburgh.eu

If you currently live abroad, we will organize an internet conversation.

In the centre of the city

The Kronenburgh International Business School is located in the middle of the old centre of The Hague, with its many terraces and shops. Many students take a pleasant walk through the historic centre during the big break. But even after class time, there is an agreement in the centre for a good end to the day or the class week.

The address of the Kronenburgh MEAO College is
Lange Houtstraat 7, 2511CV The Hague.

Our building is easily accessible by public transport (10 minutes walk from Central Station). Parking is possible in the 'Pleingarage' at the end of the Lange Houtstraat. Place a bicycle, moped, motorcycle on Plein.

Awarding institutions

The awarding institutions of your certificate, diploma or degree are:

- *BTEC International Level 3 Extended Diploma in Business is awarded by Pearson;*
- *Assistant manager international business MBO4 is awarded by Kronenburgh College;*
- *BTEC Level 4 Higher National Certificate in Business is awarded by Pearson;*
- *BTEC Level 5 Higher National Diploma in Business is awarded by Pearson;*
- *University TOP-up program: Bachelor degree / Bsc (Hons) is awarded by the selected university;*
- *Bachelor degree result overview is awarded by Kronenburgh International Business School.*

This guide is normally published 12 months before the year to which it relates. Any changes to course details, including entry requirements, will be found on our website: www.ibs-kronenburgh.eu

Other Kronenburgh Colleges

Kronenburgh Language College

Language courses

www.lc-kronenburgh.nl

Kronenburgh MEAO College

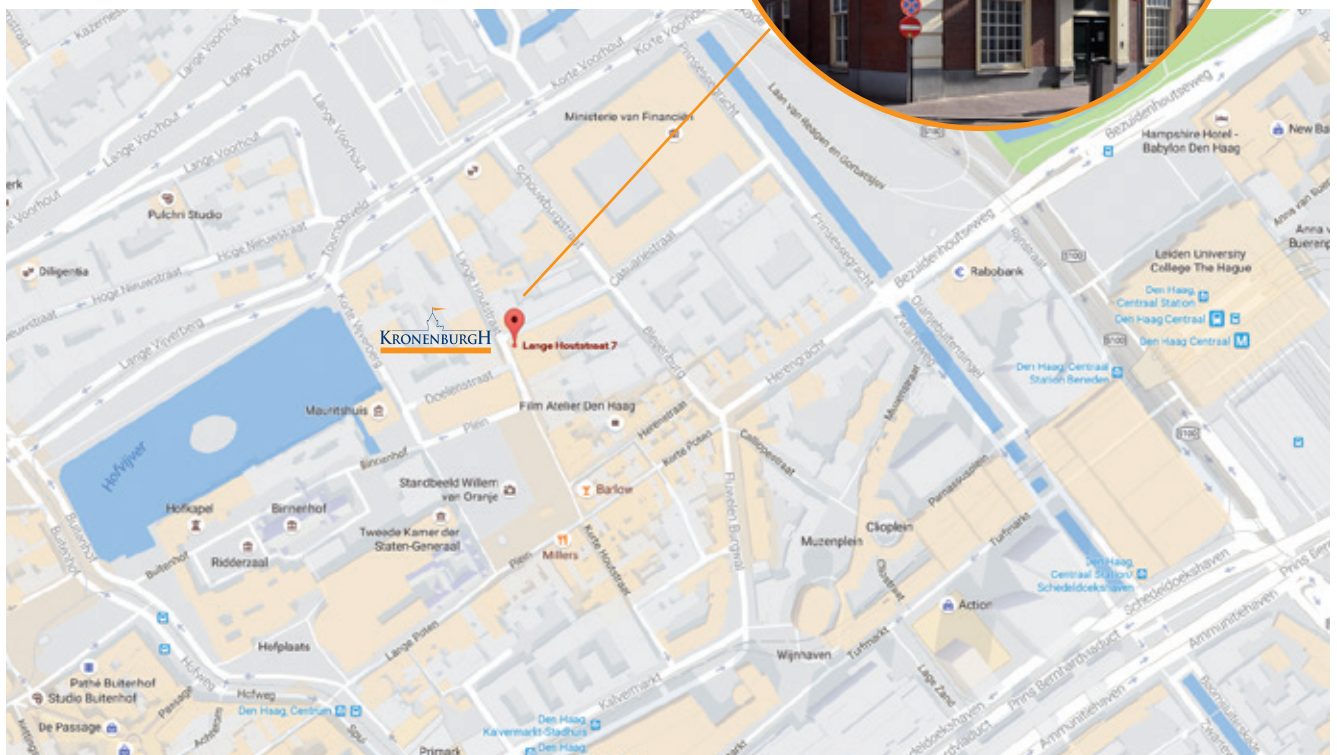
Fulltime economic directions MB03-4

www.meao-kronenburgh.nl

Kronenburgh Business College

Parttime economic directions MB03-/4

www.bc-kronenburgh.nl



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