



EUROPEAN BACHELOR'S IN INTERNATIONAL BUSINESS - LEVEL 6 EQ



Level
6 EQF (European
Qualifications Framework)



Duration
1 year



Credits
60 ECTS



Target group
Students - people seeking
employment - employees
and professionals in the
sector



Admission requirements
Candidates holding a level 5
EQF qualification or a
qualification equivalent to the
attainment of 120 ECTS



Course Structure
Full-time or work-study



Pedagogical methods
Theoretical courses, tutorials
and practical work
Case studies and professional
scenarios
Individual and group projects



Professional assessments :

- Continuous assessment
- Case Study (6h)
- Practical Exercise (2h)
- Activity report and professional support (30 min)

CCE :

- Quizzes (1h20)

Modern language :

- Reading Comprehension (1h)
- Listening (45min)

The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

www.fede.education/en/fede-quality-charter

Faced with the internationalisation of markets and the interconnectivity of different activities and economic sectors, small and medium-sized businesses alike need skilled individuals to support them in their economic and commercial development.

The aim of the **European Bachelor's Degree in International Business** is to train the international sales managers and operators of tomorrow, by preparing students for both the technicalities of import-export jobs and the richness and challenges of intercultural exchanges.

LEARNING OUTCOMES

- Select geographical areas and assess the commercial potential of markets
- Set up an effective monitoring system.
- Implement a sales strategy
- Draw up an export business development plan and a coherent marketing mix.
- Coordinate a sales network in a multicultural context
- Develop an effective communication plan.
- Develop and manage an import-export department
- Negotiate and organise the dispatch/receipt of orders.
- Manage the risks of international operations by implementing appropriate procedures.
- Adapt to the multimodal nature of the various players, taking into account languages, local law and customs.

PROGRAMME

PROFESSIONAL SKILLS (370-450 HOURS)

Marketing and Sales Development

Strategic and operational marketing - Customer Relationship Management (CRM) and optimising customer management - Marketing and consumer law - Distribution - Communication law - B-to-B marketing - E-marketing - Brand management - Sales development

International Trade

International market environment - International development - International sales

Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1
German, English, Spanish, French, Italian, Portuguese
Modern language 2 and 3 (optional)
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

CAREER DESTINATIONS

- International Business Sales Manager
- Export Zone Sales Manager
- International Business Manager
- Sales Management Officer
- Import Buyer
- Head of International Purchasing
- Service Salesperson for an international multimodal transport organiser

FEDE'S ASSET - EUROPEAN DEGREE

EUROPEAN CULTURE AND CITIZENSHIP (40H)

The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHE - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)