

INTERNATIONAL BUSINESS



Contact Us

International Business

The Hague University of Applied Sciences



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If you have any questions about the programme content
feel free to contact ib-thuas@hhs.nl.
For questions about enrollment requirements and
housing, please contact studentservices@hhs.nl



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thuas.com/ib

To apply scan the QR code:



Open Days

Saturday November 1, 2025

Saturday February 7, 2026

Friday April 10, 2026

Personal and Professional Development
Global citizens
Industry expertise
FOCUS ON CONTENT AND COMMUNITY
DIVERSE CLASSROOMS
citizens INDUSTRY EXPERTISE
Diverse classrooms



- ✓ International Business (IB)
- ✓ 3 years (180 Credits)
4 years (240 Credits)
- ✓ The Hague University of Applied Sciences

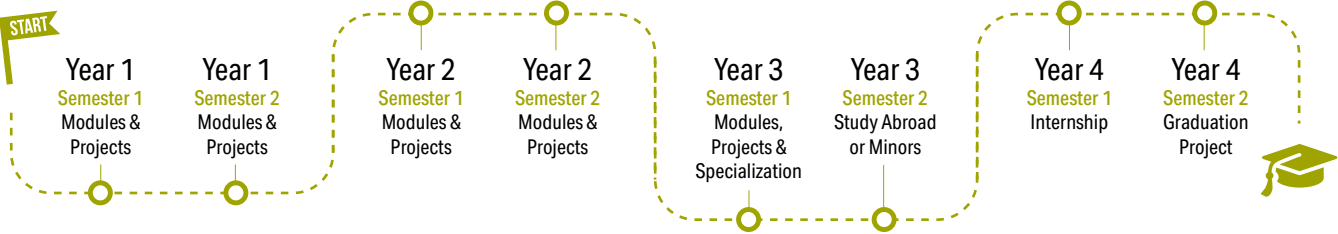
Welcome to International Business



International Business at The Hague University of Applied Sciences is a well-established and accredited English-taught undergraduate business program, recognized for our innovative teaching methods, research and business engagement.

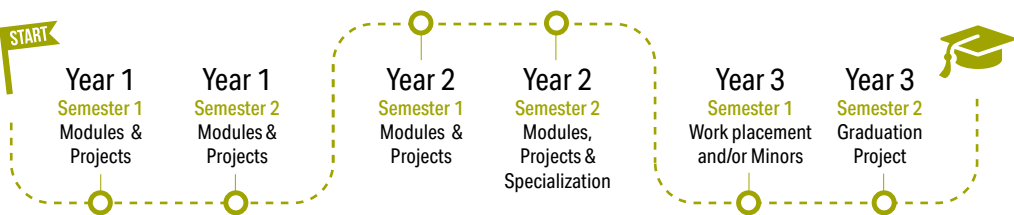
Our aim is to provide curious and internationally oriented students with the means to reach their potential as global citizens and responsible business professionals.

Curriculum 2026-2027 Four Year Program (FYP)			
Year 1		Year 2	
• Business Mathematics • Introduction to Business Communication • Thinking in Action I: Introduction to Critical Thinking • Accounting I • Marketing & Sales Fundamentals • People, Organization & Environment • Project: Creating Business Solutions	• Applied Statistics I • Finance I • Economics • Business Communication: Public Speaking for Business • International Business Law • Introduction to Operations & Supply Chain • Project: Business Plan • Personal & Professional Development 1	• Accounting II • Applied Statistics II • Language & Culture I • Operations & Supply Chain • Corporate Social Responsibility • Economics II • Project: Global Business & Economic Analysis	• Thinking in Action II • Finance II • Advanced Marketing & Sales • Management of Information I • People & Organization II • Language & Culture II • Project: Applied Quantitative Research Methods • Personal & Professional Development 2
Year 3		Year 4	
• Specializations • Management of Information II • Project: Research Methodology for Professional Products	• Personal & Professional Development 3: Career Development • Study Abroad * or Minors	• Internship	• Graduation Project



*International experience abroad is highly recommended to all our students, but mandatory for students with a Dutch secondary school diploma (incl. international schools in the Netherlands). This can be obtained through either Study Abroad and/or an internship abroad.

Curriculum 2026 - 2027 Three Year Program (TYP)			
Year 1		Year 2	
• People & Organization TYP • Economics • Accounting I • Thinking in Action II • Marketing & Sales Fundamentals • Finance I • Applied Statistics I • Project: Creating a Business Plan	• Management of Information I • Applied Statistics II • Economics II • International Business Law • Introduction to Operations and Supply Chain • Project: Global Business Solutions Tools CSR & Ethics • Project: Global Business Solutions • Personal & Professional Development 2	• Accounting II • Finance II • Operations & Supply Chain • Advanced Marketing & Sales • People & Organization TYP II • Project: Applied Quantitative Research Methods • Project: Glocal Challenge	• Management of Information II • Specializations • Project: Research Methodology for Professional Products • Personal & Professional Development 3: Career Development
Year 3			
• Work placement and/or Minors	• Graduation Project		



Specializations and Prospects:

Our students are offered three specializations to choose from. Having gained expertise in one of these, our graduates often become generalists with a wide range of duties in small and medium-sized companies. In larger, internationally operating companies or multinationals, they often have a more specialist role; listed below are the specializations offered at IB THUAS and examples of roles in the different functional areas that our graduates help fulfil.

Finance & Accounting

Ability: Develop skills in corporate finance, financial analysis, valuation, and managerial decision-making. Through hands-on case studies, students analyze financial statements, benchmark peers, conduct valuations, and build investment cases, gaining practical experience that bridges classroom learning with real-world financial decision-making.

Profession: Graduates with a Finance & Accounting specialization are well prepared for roles in:

- Financial Analyst
- Business/Financial Controller
- Treasury Analyst
- Financial Planning & Analysis (FP&A)

Marketing & Sales

Ability: Develop a well-founded marketing plan to support the creation of value for international customers. Use appropriate sales techniques in support of durable customer relationships. Incorporate developments of the digital landscape in a marketing strategy.

Profession: Graduates with a Marketing & Sales specialization are well prepared for roles in:

- International Marketing Management
- Digital Marketing Management
- Business Development & Sales
- Product and Brand Management
- Account Management

Operations & Supply Chain

Ability: Evaluate and manage the operations processes within and between organizations.

Profession: Graduates with an Operations & Supply Chain specialization are well prepared for roles in:

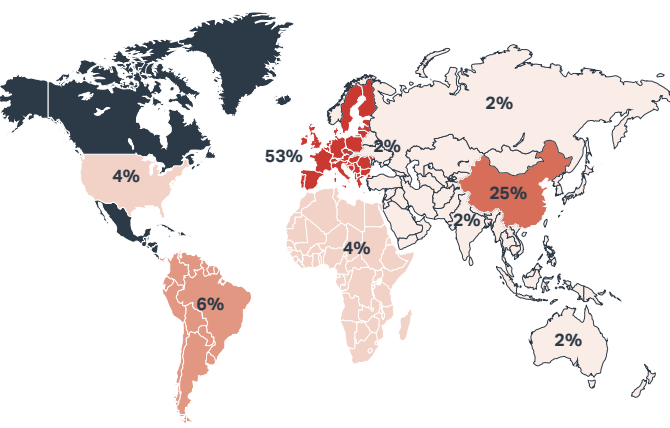
- Logistics
- Inventory Planning Management
- Lean and Material Flow Management
- Operations Management
- Process Management
- Procurement Management
- Quality Management
- Consultant

Continue with a master's program

There is no need to stop your studies after graduating. THUAS Pro offers a number of programs that complement the IB curriculum, such as: Master of Business Administration (MBA), Master Data Driven Business or Master Sustainability Transitions. For a complete overview, visit thuas.com/programmes/master.

Study Abroad and our educational partners

Distribution of in and outbound exchange students per continent, from and to 45 countries worldwide.



Internship partners

Student numbers
Average number of internships per year: 200

Business sector

