



# Summa International Business - English

*Your passport for the international business world*

commercial insight | daring | enterprising | importing and exporting | international | no 9-to-5-attitude | offering service | presentable | sales | smooth talker | taking initiative

Work with internationally oriented companies The programme combines the teaching materials for the course IBS Assistent-manager internationale handel (IBS Assistant Manager International Business (bilingual) and (Junior) Accountmanager ((Junior) Account Manager). You first follow a work placement with an internationally oriented company in the Netherlands and later abroad.

The link between customer and organisation You will eventually be the link between the customer and the organisation for whom you work. At school you will learn how to analyse customer, product and market information, so that you can make your customer attractive sales propositions. You will also learn about import and export and how to draw up an export/marketing plan.

Realistic industry assignments International communication and cooperation is an art in itself. Based on realistic industry assignments you will be introduced to the finer points of the international business world.

- ✓ 3 years
- ✓ Startmoment: August
- ✓ 35% work placement
- ✓ 65% school
- ✓ Crebo: 25133

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Interessegebied(en)  
Verkopen & Ondernemen

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Summa Business  
Furkapas 1, Eindhoven

**SUMMA**  
College

Haal het <sup>beste</sup> uit jezelf!

# Summa International Business - English

## Wat word je?

As an Assistant manager international trade you can work in all branches of the international trade industry: wholesale business, manufacturing companies and services. You can work as an internal and/or an external employee. You can also go to work for an international company's commercial department. Possible further education After graduation, you can move on to various English-taught higher vocational education programmes (hbo) in international business and languages at the Fontys university of applied sciences or Avans university of applied sciences.

## Hoe ziet je opleiding eruit?

The programme is built around the core tasks of a Assistant manager international trade:

- Researches the market and makes propositions for commercial policy
- Carries out sales trajectory
- Takes care of maintaining business relationship and client support
- Organises and carries out the import and export activities
- Drafts an export/marketing plan

The programme consists of 'blocks' or projects. In each block a realistic problem is solved. The lessons will help you tackle these problems. We will have guest lecturers from the experts in the business world, and you will also work with e-learning. Internships will be followed at internationally oriented companies in the Netherlands and - further on in programme - abroad. Each year of study usually consists of five lesson periods.

## Studiekosten

The tuition fees for school year 2020-2021 are € 1.202. In addition to the tuition fee you have to take into account the following costs:

Books, software licenses and work material package An overview of the total costs for the coming school year can be found centrally at Studers no later than July 1st each year. To give you an idea: look at the costs of the current school year. Summa College determines the specifications, but you can choose where you buy the educational materials.

Laptop This programme requires students to have a laptop at

their disposal. Please make sure your laptop has the correct specifications, which you can download here

Additional activities and facilities in addition to the costs for the equipment and materials, additional activities and facilities may be offered, such as company visits and excursions in the Netherlands and abroad. The programme is also suitable for foreign students (whether or not currently living in the Netherlands) with a comparable level of education. Additional pre-education demands: The ability to think, speak and write confidently in English. These activities and facilities have an added value, but are voluntary and not necessary for following the programme and obtaining a diploma. These additional activities and facilities will be announced on this page as soon as possible. The indication of yearly costs for this is € 500,-

## Keuzevakken

Electives You have to take class at three electives. These electives allow you to broaden or deepen your craftsmanship or prepare you to move on to a higher level. Each elective has an exam. The contents of the elective modules are determined by the school in consultation with the work field: Entrepreneurship mbo A, Entrepreneurship mbo B, Preparation hbo, and Durability. The modules are currently under development and the offer may still change.

EBBD Summa College offers students of Summa International Business (SIBE) the opportunity to acquire a certificate of excellence during their studies. This European Business Baccalaureate Diploma (EBBD) prepares you for a career in international business life by providing you with the opportunity to enhance your soft skills, language skills and international mobility skills. Students with this certificate have shown to be able to live, study and work in a European context: assets for an international career! More information can be found on the website of EBBD.

## Uitleg beperkt aantal plaatsen

This is a programme with a limited number of places. It is important that you sign up as soon as possible. This way you will have a better chance at being able to start this programme, provided that you meet the admission requirements. It is also wise to sign up for another programme that suits you.

## Welke vooropleiding heb je nodig?

To be accepted for this course you need:

## Meer informatie?

Bel met het infopunt: 040 269 44 44  
Kom naar onze meeloopdagen of open dagen.  
Of meld je aan via onze website: [summacollege.nl](http://summacollege.nl)

Verwijzingen naar overzichten en websites zijn alleen online te benaderen.  
Bezoek hiervoor de opleidingspagina.

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