



International Business

Degree: Bachelor of Business Administration (full-time)

Start date: September 2026

Location: Zwolle, the Netherlands

Duration: 4 years



The programme

Do you aspire to have an international business career? Are you looking for a university where your personal development is a primary focus? Do you want to study in an environment with state-of-the-art teaching methods to gain 21st century skills? Our programme focuses on the fundamentals of international business (strategic management, marketing, operations and finance) and your development as an international business professional. Learning takes place on campus, in projects and abroad (internship or study abroad). When possible we work together with real businesses.

Your future

When you graduate, you will possess the knowledge and skills necessary for conducting global business. You know how to write an international marketing plan and you're able to manage international business processes. You are aware of the importance of differences in cultures and how to act accordingly, and of course you can communicate professionally in different languages.

Curriculum

YEAR 1	YEAR 2	YEAR 3 AND 4
<ul style="list-style-type: none"> • Introduction to International Business • Fundamentals of Marketing • Fundamentals of Logistics • Research in International Business • Exploring International Business Opportunities • Language & Intercultural Management (French/German or Dutch for international students) • Capstone Personal and Professional development 	<ul style="list-style-type: none"> • International Digital Marketing and Sales • Operations Management • Career Compass • Business Economics and Circularity • Languages • Internship abroad 	<ul style="list-style-type: none"> • Family Business • Sales Training • Change Management • Applied Business Research • Languages • Professional/Personal Profile abroad • Specialization • Study abroad <p>For more info about the curriculum: windesheim.com/ib</p>



"Windesheim is a place that prepares you for the real world, where learning goes beyond the classroom."

Read the story of Anastasiia: windesheim.com/anastasiia

Our alumni after graduation

- Project manager at an international logistics company
- Business developer at a food company
- Facility manager at a bike company
- Sales manager at a software company
- Recruiter at a recruitment agency in automotive
- Account manager at perfume company

Admission requirements

- High School diploma equivalent to Dutch mbo4, havo or vwo diploma, e.g. IB diploma with 24 points, IBCP. Most EU high school diploma's are accepted.
Check our website for the details
- English language proficiency:
 - IELTS: (academic) with an overall score of 6.0 or higher
 - TOEFL: internet-based 80, computer-based 213, paper-based: 550 or iBT Home Edition: 80
 - Cambridge: B2 (First), C1 (Advanced) or C2 (Proficiency)
- All students with the right diploma and language proficiency test will be accepted
- It is recommended, but not necessary, that you have pass marks for Economics and Mathematics.

Application deadline:

1 June for non-EU/EEA students, 15 June for EU students. Read the details on: windesheim.com/apply



Your schedule

The workload is approx. 30 hours per week: 12 to 16 contact hours (classes, workshops) and 14 to 18 hours for assignments, group/homework.



Meet us

Would you like to meet us? Join us on our (online) Open Days, Webinars and as a Student for a Day, or chat with one of our students

Webinars:

- 29 October 2025
- 3 December 2025
- 11 February 2026

Open days:

- 7 November 2025
- 23 January 2026
- 7 (online) en 10 April 2026

Check the details on windesheim.com/meetus



Choosing this programme at Windesheim, means choosing for:

- **Quality:** Windesheim is the no. 2 University of Applied Sciences in the Netherlands.
- **Personal attention:** small classes (20 students) and lecturers who care about your success.
- A lot of **practice** in the programme via projects with organizations and internships.
- **Flexibility** to choose your own learning pathway
- **Good atmosphere** on campus and in classroom
- Broad international **career prospects** in a broad range of industries
- **Dutch language classes** are included in the programme (for international students)
- Modern campus with **great sports facilities**

Costs

- Tuition fee 2026/2027: € 2,695 / year (EU/EEA countries), € 9,317 (other countries)
- Housing: € 400 - € 750 per month
- Living expenses: € 350 - € 550 per month
- Study materials € 400 for year one, other years a few hundred euros
- For study trips abroad: € 400

Check the latest update and how to finance your study on windesheim.com/finance

Interested?

Read more details about this programme on our website: www.windesheim.com/ib

Contact

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 [ib.windesheim](https://www.instagram.com/ib.windesheim)

 [hogeschoolwindesheim](https://www.youtube.com/hogeschoolwindesheim)

windesheim.com

