WITTENBORG
University of Applied Sciences

Bachelor Degree Pathway

First Year/ 60 Credits

In the first year of your Bachelor programme you will be introduced to the theory of Business Administration. The following modules form the main building blocks of the programme: Management, Marketing, Finance, Accountancy. You are introduced to the main concepts of starting a business, studying the commercial environment, examining different organisations and companies from a worldwide perspective. Languages such as English, Dutch and Spanish play an important role. You will develop your intercultural and interpersonal skills. Each student starts a Personal Development Plan, with help and advice from their Personal Tutor, which will take you all the way through the programmes until the day of your final graduation at Wittenborg.

Second Year / 60 Credits

In the second year, as an IBA student you choose the business administration specialisation in which you will eventually graduate. You then follow modules made up of research and project weeks reflecting your own fields of interest. During this time you also continue following the main business administration modules from your first year, but now concentrating your focus on more complex areas, including logistics and planning issues.

Third Year / 60 Credits

During the third year you will be entering the final phase of the IBA programme. In this phase of the programme you will further specialise, in your chosen field. Also, during the third year, students will be introduced to modules that look at the strategy and planning required by business administrators, including Strategic Marketing and Cost Accounting & Management. Also, during year 3, Language Development and Work Placement Preparation will be given, preparing students for their work placement module.

Fourth Year / 60 Credits

Work Placement and Graduation are the main elements of the fourth year, and Tutoring and Personal Development Plans are completed on the basis of individual appointments with personal tutors. The final phase of the curriculum has been carefully planned and arranged to allow you the opportunity to complete both your work experience and your graduation programme within a company.

Top Talent 3 Year Pathway

For a select group of extremely motivated and talented students the 3 year pathway allows students with a high level of English proficiency and an excellent previous study record to complete the programme within the 3 phase programme. Students following this pathway will be expected to use the summer periods for work experience and assignments, however they will also receive additional tutoring. Switching from the 3 year pathway
to the normal 4 year route is always possible.

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