



Specialize in
International Business,
Operations, Law,
Marketing, HRM
or Finance

STUDY GUIDE

International Business and Management
Full-time

Pre-University BTEC3 – Associate – Undergraduate Bachelor (Hons)

Table of content

Explore
the world!

Explore the world!	3
Study in The Hague	4
The full-time programme structure	5
Structured learning	7
Pre-University programme	9
Foundation programme:	9
Pathway: International Business or Entrepreneurship	
Admission criteria Pre-University programme	10
HNC Propaedeutic	11
International Business	11
HND Pathway (Associate Degree)	12
International Business and Management	12
Entrepreneurship and Small Business	13
Business Procurement and Supply Management	14
Business Marketing	15
Human Resource Management HRM	16
Business Law	17
Business Accounting and Finance	18
Business Real Estate (NL: Vastgoed Makelaar)	19
Bachelor	20
International Business and Management	20
Admission criteria Associate and Bachelor	22

International Business School Kronenburgh



Explore the world!

Is it your ambition to explore the world and work within international business? Then we welcome you at Kronenburgh International Business School. We are here to support you in achieving your ambitions.

Kronenburgh International Business School is a private school. This results in a different education approach: Think – Act – Grow. First you will receive structured theoretical lectures: Think. Then you will work on your assignments: Act. During the internship you can practise everything you learned and become the manager / consultant, international business is waiting for: Grow.

As a small-scale school we work in smaller groups (15 on average). We continue to offer you opportunities to successfully complete the programme. But we never lower the ambitions. A 'Kronenburgher' lives up expectations.

As a Business School our lecturers come from Business Practice. Lecturers who enjoy sharing their knowledge and experience with you. Business Internships are an important part of our programme.

As an International School our programmes are in English and built on BTEC units: a globally used, recognized, and valued education system. Kronenburgh is therefore licensed by Pearson.

We also work with International University's. Our 3-year bachelor programme includes a full-time year of study at an international university (Top-up-year). Or you can do this in 1,5-year in part-time at Kronenburgh in collaboration with the University of Essex.

Come and tell us about your ambitions and how you see your future. We then discuss how our International Business programme can help you make this future a reality.

Explore the world!

*drs PSC Janssen MBA
director*

***Kronenburgh Mission:
We educate talent for
future board positions***





Study in The Hague

In historic The Hague, city of Peace and Justice, the Dutch government and the Royal family have their residence. Also, many international organisations and companies have opted for our city.

What kind of organisation or company do you want to work in the future? At Kronenburgh you will learn all you need to make a great start or make a next step.

Thanks to the presence of International schools, Universities of applied science, the Leiden University, the Institute Social Studies (ISS) as part of the Erasmus University and of course Kronenburgh International Business School, there is a true student life in The Hague.

The Kronenburgh lecture building is in the centre of The Hague with both stores and cosy terraces.

Of course, there also is the beach in Scheveningen, so you can get a breath of fresh air after a day of wonderful learning experiences.

If you sign-up for a Kronenburgh programme you can become part of all that. You are welcome to enter our international community!



The full-time programme structure

BTEC Internationally recognised

The Kronenburgh International Business programmes are built on BTEC units. A unit is a set of lecture days around one subject such as 'Business Strategy'

BTEC is developed in collaboration with a wide range of students, employers, higher education providers, colleges, and subject experts to ensure that the qualifications meet their needs and expectations. BTEC developers also worked closely with the relevant professional bodies, to ensure alignment with recognised professional standards. Therefore, BTEC qualifications are widely recognised by industry and higher education as the principal vocational qualification.

BTEC qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. Pearson is the world's leading learning company.

The Kronenburgh programmes

Kronenburgh International Business School combines the BTEC units into the following programmes:

1. Pre-University / Foundation programme

Pearson BTEC level 3 Extended diploma in Business
Pathways: International Business or Entrepreneurship
1-year programme

2. Higher National Certificate HNC Propaedeutic

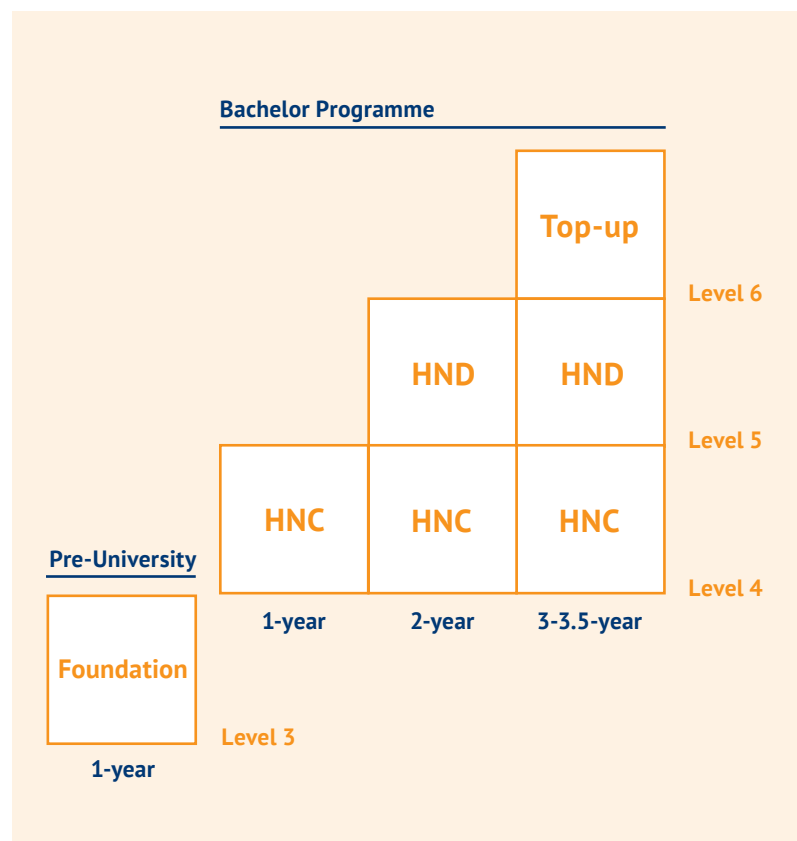
Pearson BTEC level 4, in International Business and Management
Pathway: - (standard programme for all students)
1-year programme

3. Higher National Diploma HND / Business Pathways (Associate Degree)

Pearson BTEC Level 5 in Business
Pathways: International Business Management, Entrepreneurship, Law, Marketing, HRM, Procurement Supply Management or Finance.
1-year programme build on HNC

4. Bachelor's in business and Management BA (Hons)

University of Essex / Kaplan open learning
Top-up Bachelor's degree in business and Management Undergraduate
1-full-time or 1,5-year in part-time build on HND



Level 3

Pre-University / Foundation programme

At level 3 students will work on the students employability skills:

- (1) cognitive and problem-solving skills – using critical thinking, approaching non-routine problems, applying expert and creative solutions, using systems and technology;
- (2) interpersonal skills – communicating, working collaboratively, negotiating and influencing, self-presentation;
- (3) intrapersonal skills – self-management, adaptability and resilience, self-monitoring and development.

Students will also build transferable knowledge and skills for progression to university: (1) the ability to learn independently, (2) the ability to research actively and methodically and (3) the ability to give presentations and be active group member.



Level 4

Higher National Certificate HNC Propaedeutic

At level 4 the focus is on the holistic development of the practical, interpersonal, and thinking skills necessary to be successful in work and in higher education. Students build solid knowledge and transferable skills relevant to secure senior roles within many rewarding fields including international trade, transports and logistics corporations, financial and investment institutions, government agencies and global business consultancies.

Level 5

Higher National Diploma HND / Business Pathways (Associate Degree)

At Level 5 students develop a sound understanding of the principles in their field of study and will learn to apply those principles more widely. They will have learned to evaluate the appropriateness of different approaches to solving problems. They will be able to perform effectively in their chosen field and will have the qualities necessary for employment in situations requiring the exercise of personal responsibility and decision-making.

Students will become professional, self-reflecting individuals able to meet the demands of employers in the business sector and adapt to a constantly changing world.

Level 6

Bachelor's in business and Management BA (Hons)

At level 6 students build further on their academic and professional skills. These skills will enable learners to advance to academic conventions, procedures and considerations relevant to study in higher education. It will also enable learners to develop relevant academic skills towards professional, organisational and self-management attributes that are associated with professional practice.

'Student: At Kronenburgh, I learned from experts what I needed to deliver in business practice.'



Structured learning

Induction: let's make a start

Before the program starts you can participate the 'Intro' organised by the municipality of The Hague. Meet the student associations (corps) and student sport associations. At Kronenburgh, the first day of the college year is the Introduction Programme. First, we will inform you about our education system. Then, we will go to the beach for some teambuilding activities like beach volleyball and wave surfing.

The college year breakup

Every college year consists of (1) a lecture period and (2) an internship period.

During the lecture period, on average, there will be college four days a week. During a lecture day, 1 unit is always central throughout the whole day, for example the unit 'Management Accounting'. This way we can go into depth. So, during a college week, 4 different units are running.

Think – Act – Grow

In the lecture morning we focus on the new theory combined with small exercises (**Think**). This we call 'work college'.

In the afternoon we put all theory into practice working on the unit assignment guided by the lecturer (**Act**). Here you apply the theory into practice. You will draw your own

conclusions and formulate advice with a critical eye based on literature. This we call the 'Practical'. We finish the day with an 'end-of-day-test (EDT)'. This way you, as well as the Lecturer, gets feedback on the learning processes every day.

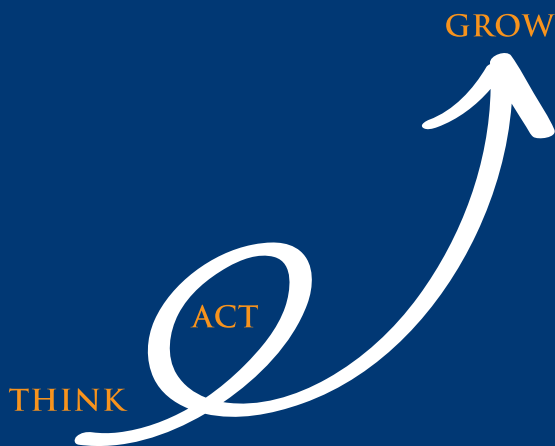
At the end of the unit there will be an exam training to prepare for the theoretical exam.

Then there is a formative week where you will receive feedback on your draft assignment, followed by the summative week where you will do your presentation and hand-in your final assignment. This is the way we prepare you for the internship and professional work or the master programme (**Grow**).

With this structured learning approach, you will do all work during the lecture day's. If you work hard, work will be finished at the end of the day and you are free to relax, do sports etc in the evening.

Lecturer's practice what they preach

Our lecturers work in practice in the field they teach. Therefore, they can best talk about their professional practice. Based on their own experience and love for the profession the lecturers will share best practices with you. They see you as a new colleague who will be trained to become the professional the business world is waiting for. So, learning becomes much more interesting supporting the student ambition.



Ambitious Students

Students at Kronenburgh are ambitious and opt to accelerate their diplomas, are willing to go the extra mile to achieve goals in the future. It is interesting to be inspired by fellow students. Our students often come from entrepreneurial families or parents work within business.

Because there is a financial investment associated with private education, a 'natural' pre-selection takes place. Also, the financial investment stimulates students to show extra effort to achieve their goals. The selection procedure at the Kronenburgh front door also ensures that students are motivated and come to learn.

Small scale

The number of students per group is on average 15. This way lecturers and students can collaborate intensively during the lecture day achieve the learning objectives. Thanks to the small-scale structure, we can monitor student's development. Students feel seen.

There is a social binding. So Kronenburgh is not a learning factory. Students can just drop in at the study desk, the college director and / or study supervisor. At Kronenburgh we just want students pass the finish line and hand out a Kronenburgh certificate, diploma, or degree.

Preparing for Business

Time is time, a deal is a deal. These are the primary rules at Kronenburgh. Thursday is business suit day. At the end of this day students often have a drink at Plein in The Hague.

We welcome external speakers or visit interesting enterprises.

Study trip: building further

For many students, the study trip in the first year is one of the highlights of the programme. The theme is "Doing business abroad". We visit (Dutch) entrepreneurs in European City: What are their experiences being an entrepreneur in another country?

Students also appreciate the study trip of course because they gain new joint experiences, for example during the "cultural programme" which also includes exploring the city in the evening hours.

Internship: now for real

The internship is an important part of our education: learning on the job. You work on clearly defined assignments (BTEC3), a business project (BTEC4) or a research project (BTEC5). Als during the Top-up year it is advised to do an internship.

Foundation programme: Pathway: International Business or Entrepreneurship

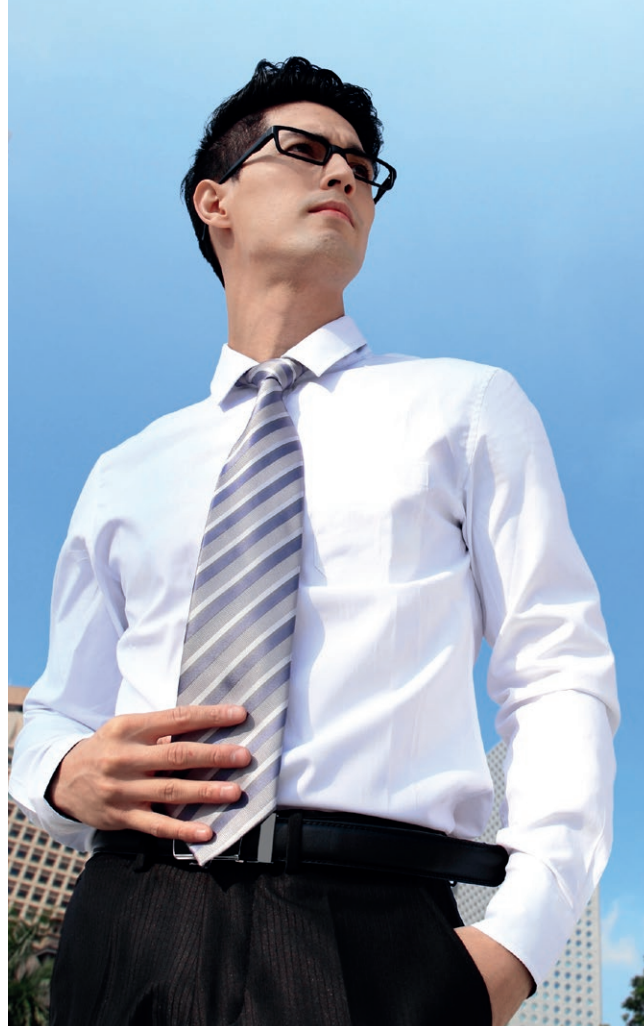
**Pearson BTEC level 3
Extended diploma in Business**

One-year programme

Is your country too small for you and is the world your playing field? Are you interested in cultural differences? Can you quickly establish good contact with people and are you going for a win-win? Do you see export opportunities in the market for new products or services? Do you want to search for the best producers and start importing? Do you dream of your own company? Do you want to get to know all aspects of running a business – financial, commercial, logistics, personnel, organization, and management? Would you like to learn how to make tactical decisions? Do you want to buy in the opportunities you see in new or emerging markets? So, Is there an international entrepreneur in you?

BTEC 3 Extended Diploma International Business units

- Research and Plan a Marketing Campaign
- Principles of Management
- Business Decision Making
- Business Finance
- Cost and Management Accounting
- Exploring Business /
Enterprise and Entrepreneurs /
Launch and Run an Enterprise /
Survival and Growth
- Intrapreneurship and Innovation in an Enterprise
- Branding
- Salestechniques and Processes
- Investigating Customer Services
- Managing an Event
- Digital Marketing
- International Business
- Pitching for a New Business
- Human Resource Management
- Business and Environmental Sustainability
- Business Internship / Vocational Practice



This program is in English and open for students from Europe (so, including The Netherlands). We also welcome students from outside Europe that meet the criteria. See www.ibs-kronenburgh.eu.

This program is the preparatory year for the Bachelor Business and Management. Certainly interesting, for students who do not yet meet the bachelor's admission criteria. That is why we call this year the pre-university / foundation year.

Upon successful completion of the programme, the BTEC 3 extended diploma in Business is awarded (In the Dutch education system, this is equivalent to a mbo 4- or havo-diploma).

'By taking the BTEC 3 extended diploma programme I could register at an international university.'

Admission criteria and examination

Pre-University programme

This program is open for students from Europe.

This program is also open for students outside Europe that meet the criteria:

- age of 18 years (on 1 October of the academic year) or older up and until 23.
- falls within the maximum of students from outside the European Union (Kronenburgh will check the possibilities and inform the student).
- a residence permit granted by de IND (Immigration and Naturalisation Service) for 12 months.
- a registration of the place of residence within the municipality.

Admission requirements IND (students outside Europe)

- The Netherlands is the most appropriate country to follow the programme
- The study makes a positive contribution to the development of the country of origin
- sufficient means of support (i.e., tuition + living allowance) (€756.45, until 1-1-2022, annual indexation)
- valid passport
- TB test, depending on nationality
- '2 out of 3 requirements':
 - nationality Indonesia, Suriname, or South Africa
 - family ties with lawful status in the Netherlands resident persons
 - masters the Dutch language

Pre education requirements

Students from international schools after 4 years of secondary level 2 education in the European Qualifications Framework for Lifelong Learning (2EQF). Other pre-education can be discussed.

Required level of English

- Common European Framework of Reference (CEFR) level A2 (with good grades, so preferably B1) / PTE 51 / IELTS 4.5 (overall band score) preferable Reading and Writing is 5.5 or equivalent, or
- Students that have studied in English for two years.

It is also possible to do an English level intake test.

Examination

Upon successful completion of the program, the student is eligible for:

- the BTEC 3 international extended diploma in Business or
- the BTEC 3 international extended diploma in Enterprise and Entrepreneurship.

These diplomas are comparable with the Dutch mbo 4 / havo. Within the European Qualification Framework EQF these diplomas are rated as: EQF4.

Further education

The best continuation offered by the Kronenburgh International Business School is:

Higher National Certificate HNC / Associate programme Pearson BTEC level 4, in International Business and Management

Companies are looking for International Business consultants and managers with essential business skills to lead any business anywhere.

International Business

Higher National Certificate in Business HNC BTEC4 / EQF5

One-year programme, FULL-TIME

Do you see a future career in (international) business for yourself? Do you want to help companies significantly grow their international activities? Then this HNC (Higher National Certificate) Propædeutic in 'Business and Management' is exactly what you are looking for.

More and more companies are competing in a global market. To be successful in international business, you need to understand different cultures and markets and adapt the business to specific needs. Within a company there is a need for specialized trained employees in international business working on Business Development, Import/Export or Transport and Logistics.

In the Netherlands, 'Business Administration (Bedrijfskunde)' is the common name for this program.

So, do you have the ambition to lead the international activities of a company and thus boost turnover and profitability? Then start this programme.

Programme BTEC Level 4 units

- Business and the Business Environment
- Marketing Processes and Planning
- Human Resource Management
- Leadership and Management
- Accounting Principles
- Entrepreneurial Ventures
- Recording Financial Transactions
- Managing a Successful Business Project
- Business Law
- Professional Identity and Practice
- Sales Management
- Work Experience
- Internship

During the Internship you work on the Business Project, and you participate in other ongoing projects within a company.



Admission criteria

The admission criteria for this HNC Propædeutic program are the same as for the bachelor Business and Management programme.

Examination

Upon successful completion of the program, the student is eligible for the Higher International Certificate HNC in Business.

Within the European Qualification Framework EQF this diploma is rated by Nuffic as: EQF5. (In the Dutch education system this is comparable with the first year HBO.

Further learning

The best continuation offered by the Kronenburgh International Business School is:

Higher National Diploma HND / Business Pathways Pearson BTEC Level 5 in Business

Pathways: International Business Management, Entrepreneurship, Law, Marketing, HRM, Procurement Supply Management or Finance.
1-year programme

International Business and Management

Higher National Diploma HND / Business Pathways
Pearson BTEC Level 5 in Business

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager and do you want to significantly grow the international activities of the company? Then this Pathway 'International Business and Management' is exactly what you are looking for.



Within the management team of a company every member has a specialization such as Operations, Marketing, HRM or Law. If you opt for the specialization 'International Business and Management', you are therefore the appropriate MT member to be a sparring partner for the specialized trained employees of the Business Development, Import/Export, Transport and Logistics department. More and more companies are competing in a global market. To be successful in international business, you need to understand different cultures and markets and adapt the business to specific needs.

In the Netherlands, 'Business Administration (Bedrijfskunde)' is the common name for this program.

Do you have the ambition to lead the international activities of the company where you work and thus boost turnover and profitability? Then start the HND Pathway program at Kronenburgh International Business School.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Global Business Environment
- Pitching and Negotiation Skills
- Operations and Project Management
- Launching a new Venture
- Business Information Technology Systems
- HR Value and Contribution to Organisation Success
- Business Strategy
- Company Law and Corporate Governance
- Understanding and leading Change
- Developing Teams

Optional units

(only in case they are running in other pathways)

Financial Reporting, Management Accounting, Law of Contract and Tort, Consumer and Intellectual Property Law, Procurement and Supply Chain Management I + II, Digital marketing, Marketing Insights and Analytics, Resource Talent Planning, strategic Human Resource Management. You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with **University of Essex / Kaplan open learning: Bachelor in Business and Management** Top-up Bachelor's degree, BA (Hons), Undergraduate 1-full-time or 1,5-year in part-time.

Entrepreneurship and Small Business

**Higher National Diploma HND / Business Pathways
Pearson BTEC Level 5 in Business**

One-year programme (on top of HNC)

Do you see a future career in (international) entrepreneurship for yourself? Do you want to be trained to run a small business yourself? Do you want to enter the international market with your business? Or do you want to be trained as an intrapreneur, working within an international company? Then signup for this Entrepreneurial pathway!



Within the management team of a company, every member has a specialization such as Operations, Marketing, HRM or Law. If you opt for the 'Entrepreneurship Small Business' specialization, you are the sparring partner for the departments that deal with 'new business' and sales. The commercial people within the company. In the Netherlands, 'Business Administration (Bedrijfskunde)' is the common name for this program.

It is key for companies to keep an eye on the market, to see opportunities and to respond to them. At Kronenburgh we don't say for nothing: Better be Best. So, start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship. In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway.

Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Identify Entrepreneurial Opportunities
- Launching a new Venture
- Managing and Running a Small Business
- Pitching and Negotiation Skills
- Operations and Project Management
- Business Strategy
- Developing Teams
- Business Information Technology Systems
- HR Value and Contribution to Organisation Success

Optional units

(only in case they are running in other pathways)

Financial Reporting, Management Accounting, Law of Contract and Tort, Consumer and Intellectual Property Law, Procurement and Supply Chain Management I + II, Digital marketing, Marketing Insights and Analytics, Resource Talent Planning, strategic Human Resource Management.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with **University of Essex / Kaplan open learning: Bachelor in Business and Management** Top-up Bachelor's degree, BA (Hons), Undergraduate 1-full-time or 1,5-year in part-time.

Business Procurement and Supply Management

Higher National Diploma HND / Business Pathways
Pearson BTEC Level 5 in Business

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager and specialize in organizing the primary process efficiently and effectively? Then this HND programme in Business with a specialization in Procurement and Supply Management is exactly what you are looking for.



Within the management team of a company every member has a specialization such as Marketing, HRM, Finance or Law. When you opt for the 'Procurement and Supply Management' specialization, you the MT member to be a sparring partner for the management of the 'work floor', purchasing / stock management (procurement), supply chain management, automation and so on.

Primary processes include: all activities that directly contribute to the creation of the product and/or service that the company provides. Globalization has made organizations increasingly reliant on logistics and supply chain management to remain competitive. The pressures on international supply chains are becoming much more complicated and intense, and management therefore requires a strong plan and constant measurement of weak links.

Is Procurement and Supply Management a challenge for you to stay one step ahead of competition? So, then start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Pitching and Negotiation Skills
- Procurement and Supply Chain Management I + II
- Operations and Project Management
- Launching a new Venture
- Business Information Technology Systems
- HR Value and Contribution to Organisation Success
- Business Strategy
- Understanding and Leading Change
- Sales Management

Optional units

(only in case they are running in other pathways)

Global Business Environment, Company Law and Corporate Governance, Identify Entrepreneurial Opportunities, Integrated Marketing Communications, Employee Relations.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with

University of Essex / Kaplan open learning: Bachelor in Business and Management

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

Business Marketing

**Higher National Diploma HND /
Business Pathways
Pearson BTEC Level 5 in Business**

One-year programme (on top of HNC)

Do you see a future career in (international) business marketing for yourself? Do you want to be trained as a business manager and specialize in putting the company and the company's products and services firmly on the market? Then this HND programme in Business with a specialization in 'Marketing' is exactly what you are looking for.



Within the management team of a company every member has a specialization such as Operations, HRM, Finance or Law. If you opt for the 'Marketing' specialization, you are therefore the appropriate MT member to be a sparring partner for the marketing department or to manage hired marketing agencies. In a rapidly changing and dynamic world of business, the role of marketing professionals has become increasingly important to ensure the long-term success and survival of organizations and brands.

Is it a challenge for you to bring the company to a top position by using the various marketing instruments? So, then start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND

year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Global Business Environment,
- Pitching and Negotiation Skills
- Digital Marketing
- Operations and Project Management
- HR Value and Contribution to Organisation Success
- Market Insights and Analytics
- Integrated Marketing Communications
- Understanding and Leading Change
- Sales Management

Optional units

(only in case they are running in other pathways)

Launching a new Venture, Business Information Technology Systems, Taxation, Business Strategy.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with **University of Essex / Kaplan open learning: Bachelor in Business and Management**

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

'International Marketing: anticipating international cultures!'

Human Resource Management HRM

Higher National Diploma HND / Business Pathways
Pearson BTEC Level 5 in Business

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager and specialize in what is the most important within a company: the employees? Then this HND programme in Business with a specialization in 'Human Resource Management' is exactly what you are looking for.



Within the management team of a company every member has a specialization such as Operations, Marketing, Finance or Law. When you opt for the specialization 'HRM', you are therefore the appropriate MT member to be a sparring partner for the Human Resources / HRM department and or to manage hired HRM advisors. Broad knowledge of how you can get the best out of your people, how you can develop the staff within the company and stimulate them to achieve great results is of course also useful as a future entrepreneur.

Companies need the best employees to realize their business goals. To achieve this, Human Resource Management (HRM) is extremely important. This involves being able to recruit, select, develop, motivate, perform and reward employees in an efficient and effective manner.

Is it a challenge for you to bring the company to a top position by optimally deploying the various HRM tools and thus bringing out the best in your people? So, then start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Global Business Environment,
- Pitching and Negotiation Skills
- Resource Talent Planning
- Operations and Project Management
- Business Information Technology Systems
- HR Value and Contribution to Organisation Success
- Business Strategy
- Strategic Human Resource Management
- Employee Relations

- Understanding and Leading Change
- Sales Management

Optional units

(only in case they are running in other pathways)

Identify Entrepreneurial Opportunities, Global Business Environment, Launching a new Venture. You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with

University of Essex / Kaplan open learning: Bachelor in Business and Management

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

Business Law

**Higher National Diploma HND /
Business Pathways
Pearson BTEC Level 5 in Business**

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Would you like to be trained as a business manager with a legal specialisation? Then this HND programme in Business with a specialization in Law is exactly what you are looking for. In the Dutch education system this programme is referred to as MER (Management Economie en Recht).



Within the management team of a company every member has a specialization such as Marketing, HRM, Finance or Law. If you opt for the specialization 'Law', you are a sparring partner for the legal department or, for example, hired lawyers. This programme offers a unique combination of units in the fields of management, economics and law. In short, you will be trained to become a manager who also has the necessary legal knowledge. Broad legal knowledge is of course also useful as a future entrepreneur. So, start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Global Business Environment
- Pitching and Negotiation Skills
- Law of Contract and Tort
- Taxation
- HR Value and Contribution to Organisation Success
- Business Strategy
- Consumer and Intellectual Property Law
- Company Law and Corporate Governance
- Understanding and Leading Change
- Sales Management

Optional units

(only in case they are running in other pathways)
Operations and Project Management, Launching a new Venture.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with

University of Essex / Kaplan open learning: Bachelor in Business and Management

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

*'Exactly what I was looking for:
1: an international business and management bachelor,
2: including a business specialization.'*

Business Accounting and Finance

**Higher National Diploma HND / Business Pathways
Pearson BTEC Level 5 in Business**

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager and get a good grasp of the financial position of the company? Then this HND programme in Business with a specialization in 'Accounting and Finance Management' is exactly what you are looking for.



Within the management team of a company every member has a specialization such as Operations, Marketing, HRM or Law. If you opt for the specialization 'Accounting and Finance Management', you are a sparring partner for Finance department, the internal and/or external accountant and investors. When you understand the financial world, you can go anywhere in business. Within any business, a good understanding of budgeting and financial administration is required. Broad financial knowledge is of course also useful as a future entrepreneur.

Is it a challenge for you to bring a company to a top position by optimally deploying the financial resources? So, then start the full-time HND program at Kronenburgh International Business School, The Hague, The Netherlands.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again.

Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Pitching and Negotiation Skills
- Financial Reporting
- Operations and Project Management
- Taxation
- HR Value and Contribution to Organisation Success
- Business Strategy
- Management Accounting
- Company Law and Corporate Governance
- Financial Management
- Sales Management

Optional units

(only in case they are running in other pathways)

Identify Entrepreneurial Opportunities, Launching a new Venture, Global Business Environment.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with **University of Essex / Kaplan open learning: Bachelor in Business and Management**

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

Business Real Estate (NL: Makelaar)

**Higher National Diploma HND /
Business Pathways
Pearson BTEC Level 5 in Business**

One-year programme (on top of HNC)

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager with a real estate specialization? Then this bachelor's degree in 'Business and Management' with a specialization in 'Real Estate' (Vastgoed) is exactly what you are looking for.



Within the management team of a company, each member often has a specialization. When you opt for the 'Real Estate' specialization (real estate management), you will manage the real estate portfolio and to be a sparring partner for the facilities department or, for example, brokers, appraisers, real estate agents. The K-RMT training is part of the second year. K-RMT is the training to become a real estate agent in the Netherlands. K-RMT stands for Candidate Register Estate Agent. You can also take an exam at SVM NIVO to be included in the register as a broker (best to do this after you have gained sufficient practical experience).

So is real estate management your biggest interest? Then start this bilingual (Dutch and English) program at Kronenburgh International Business School.

Programme

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law. You have run a business project during the internship.

In the HND year we move on again. Apart from the generic units, in the HND year you will specialize in your pathway. Your specialization will be stated on the HND diploma.

Generic units

- Research Project
- Organisational Behaviour

Pathway units

- Global Business Environment,
- Pitching and Negotiation Skills
- Operations and Project Management
- Business IT System
- Business Strategy
- Understanding Leading Change
- Sales Management
- KRMT Publiek- en Privaatrecht
- KRMT Financieel Fiscaal / Vastgoed Economie
- KRMT Praktijkleer Wonen
- KRMT Vakbekwaamheid

Optional units

(only in case they are running in other pathways)

No optional units.

You will run a research project during the internship.

Admission criteria

The admission criteria for this HND program are the same as for the bachelor Business and Management programme.

Examination

Within the European Qualification Framework EQF this HND diploma is rated as EQF5 by Nuffic (in the Dutch education system: 3 jaar HBO). Voor Duo is HND vergelijkbaar met een Associate Degree.

Further learning

The best continuation offered by the Kronenburgh International Business School in collaboration with

University of Essex / Kaplan open learning: Bachelor in Business and Management

Top-up Bachelor's degree, BA (Hons), Undergraduate, 1-full-time or 1,5-year in part-time.

'Investing in bricks: a solid foundation.'

International Business and Management

**Bachelor's in Business and Management
BA (Hons)
University of Essex / Kaplan open learning
Top-up Bachelor's degree Undergraduate**

**One-year full-time / 1,5-year in part-time
programme (on top of HNC+HND)**

Do you see a future career in (international) business for yourself? Do you want to be trained as a business manager and do you want to significantly grow the international activities of the company? Then this bachelor's programme in International Business and Management is exactly what you are looking for. In the Netherlands, 'Business Administration (Bedrijfskunde)' is the common name for this program.

More and more companies are competing in a global market. To be successful in international business, you need to understand different cultures and markets and adapt the business to specific needs. Do you have the ambition to lead the international activities and thus boost turnover and profitability? Then start the BA program at Kronenburgh International Business School and obtain your bachelor's degree.

Programme

The bachelor's programme first starts with the HNC programme, followed by the HND programme.

In the HNC year you have become acquainted with the important management areas like Business Environment, Marketing, Entrepreneurship, Management Accounting, Management Operations, Human Resources, Financial Accounting and Law.

You have run a business project during the internship. In the HND year you have specialized in one of the pathways: International Business Management, Entrepreneurship, Law, Marketing, HRM, Procurement Supply Management or Finance. During the internship you have run a business research project.

Now we move on again to the Top-up programme.



With an emphasis on practical and academic skills and knowledge development, the program helps to develop expertise in project management, report writing, presenting, strategic thinking, teamwork and leadership. Working with case studies to illustrate the application of business theory to real-world scenarios will give further insight into the sector of business management.

With a Top-up a student graduates with significantly enhanced employment prospects.

At the Top-up you can choose (I) 1-year full-time study at a university abroad, or (II) 1.5-year part-time study at Kronenburgh and the University of Essex. You will also work part-time within business.

(I) Top-up at University abroad

Studying at a university abroad is an immensely valuable experience and will feature prominently on your CV for a lifetime. With the Level 5 Higher National Diploma HND RQF you can access the Top-up program at many universities in the field of "Business and Management" or a similar field of study.

The specifications of the Top-up lecture program and the organization of education differ per university. Keep in mind that the admission requirements of these universities are subject to change. For example, additional or different requirements can be set every year for the level of English and the level achieved at HNC and HND, etc.

(II) Top-up at Kronenburgh and University of Essex

The Top-up program is offered by Kronenburgh International Business School in collaboration with the University of Essex and Kaplan open learning. The academic level of the program is rising again. Students will now study the literature more independently and complete assignments: apply what you have learned in the first two years.

All students again participate in the same lecture program. Once again, the students work on an assignment per unit. Students also write an article for each unit. Students are expected to actively participate in the online group discussions initiated by Essex (and Kaplan).

The students also write a personal learning report for each unit. The study counselling is provided by Kronenburgh, the University of Essex (and Kaplan Open Learning).

Pre-recorded lectures are also available in the online environment of the University of Essex, along with other lecture materials such as the readers. The online learning environment is managed by Kaplan Open Learning on behalf of the University of Essex.

With fewer hours of lectures, there is more time for the internship and the graduation assignment: the Advanced Business Project (an in-depth study). You can also graduate without an internship.

With the graduation assignment you can focus again on your specialization from the HND year, but you can also choose a completely different direction. Your research assignment must be pre-approved by Essex.

The University of Essex conducts final assessments of student work for all units and the graduation project. The University of Essex will eventually also provide the bachelor's degree. The graduation ceremony is also at the University of Essex in the UK.

Top-up level 6 units

- Global Business Environment
- Business Strategy
- Strategic Human Resource Management
- Business Law
- International Marketing Strategy
- Business Finance
- Advance Business Project (an in-depth research)

Further learning

After completing the Bachelor programme, you can start working or continue your studies: a master's degree at a Dutch university or higher vocational education institution or an international university. For example, consider one of the following master's degree programmes:

Master of Business Management MBM

Master of Business Administration MBA

Or a master that matches your specialization:

International Business and Entrepreneurship

Human Resource Management

Entrepreneurship and Innovation

Organizational Change Management

Logistics and Supply Chain Management

Finance and Management

Marketing

With the study Business and Management you are widely deployable within the business world. Go for interesting projects and jobs.

Admission criteria and examination

Associate and Bachelor

Admission criteria and examination

This programme is open to students from all countries of the European Union (EU).

- Dutch system: MBO4-, HAVO-, VWO-diploma, (Mathematics and Economics in the curriculum is advised, English a must)
- International system:
 - A BTEC Level 3 qualification in Business,
 - A GCE Advanced Level profile that demonstrates
 - Strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A* to C (or equivalent and/or 9 to 4 (or equivalent) in subjects such as maths and English,
 - Other related UK Level 3 qualifications,
 - European Qualifications Framework for Lifelong learning (EQF): level 4 EQF,
 - An international equivalent of the above.
 - Maths skills advised
 - English
 - Common European Framework of Reference (CEFR) level B1 with good marks (we prefer B2),
 - PTE 51,
 - IELTS 5.5; Reading and Writing must be at 5.5, or equivalent,
 - Students that have studied in English for last two years.

The Kronenburgh Language College in The Hague offers courses to bring you at the right level of English. Do you not meet the admission criteria, but do you think you can still meet the level of the program? Then take the Kronenburgh IBS 21+ test.



The best investment

Kronenburgh is a private school and offers international recognised programmes. You bring your own laptop. We work with Microsoft Office suite (Word, Excel, PowerPoint (full software versions, so no free or limited versions)). You have a representative business suit.

Student grants (financial support)

1. You will be registered with Pearson (and Kronenburgh). Pearson is an international educator based in the United Kingdom. For the Top-up program you will be enrolled at the University of Essex (via Kaplan Open Learning). These institutions are also located in the United Kingdom. This means that you can apply for student grants as a student who is studying abroad (even if you follow the lectures at Kronenburgh in the Netherlands).

Look at Duo '[studying abroad](#)' and read about the conditions and find out whether you are eligible for a student grant. Apply for student grant in time. Apply via [duo.nl](#). If this does not work, you can use [this form](#). Duo assesses each application individually.

Just like at HBO-University, student grants is only possible for students aged 18 to 30 (parents receive child benefit up to the age of 18). The public transport card is also for younger students available. There is only student finance for full-time or dual (learning and working) programmes. There is no student grant for part-time (bbl) (i.e., not in combination with work).

2. If you are not eligible for student finance, there is [Stimulerend Arbeidsmarktpositie](#) (STAP-budget). You can apply for up to €1,000 per year via the UWV. An annual total budget of 218 million euros is available for the scheme, divided over 6 application periods. Gone = gone, so be there on time!
3. An employer can pay for the training for employees and offset it for tax purposes.

Admission procedure

Every Tuesday evening there is a walk-in evening at the Kronenburgh International Business School in The Hague. Come by and we will discuss the possibilities to register for one of our programmes.

For more information, visit www.ibs-kronenburgh.eu.

If you currently live abroad, we will organize a zoom-meeting.

You can read which documents we need to register on our sign-up page on the internet.

Our College building in The Hague

The Kronenburgh International Business School is in the middle of the historic centre of The Hague, with its many terraces and shops. Many students take a pleasant walk during the big break. So, the centre is our campus.

Address

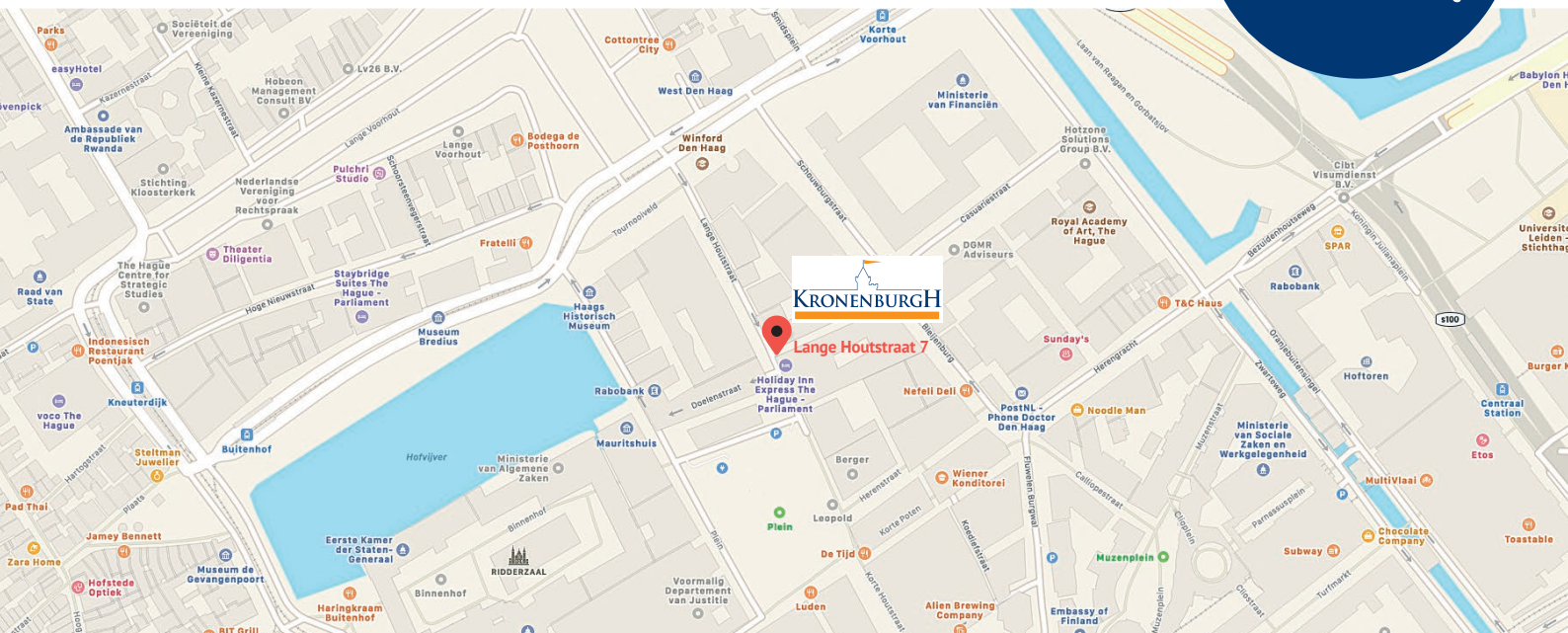
Kronenburgh International Business School
Lange Houtstraat 7, 2511 CV The Hague
The Netherlands

Our building is easily accessible by public transport (10 minutes' walk from Central Station).

Parking is possible in the 'Plein-garage' at the end of the Lange Houtstraat. Bicycles, mopeds, motorcycles can be placed on 'Plein'.

Provisio

This guide is normally published 12 months before the year to which it relates. There may be changes to course details, including entry requirements. See the current information on our website: www.ibs-kronenburgh.eu



Other Kronenburgh Colleges

Kronenburgh Language College

Language courses

www.lc-kronenburgh.nl

Kronenburgh MEAO College

Full-time economic directions

MBO3-4 (age 16-22)

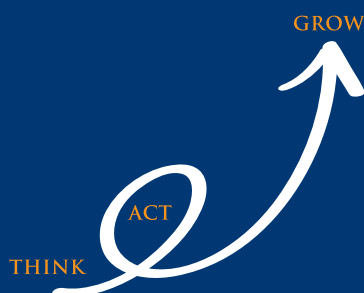
www.meao-kronenburgh.nl

Kronenburgh Business College

Part-time economic directions

MBO3-4 (adults)

www.bc-kronenburgh.nl



Kronenburgh International Business School

Lange Houtstraat 7

2511 CV Den Haag

+31 70 399 88 06

info@ibs-kronenburgh.eu

ibs-kronenburgh.eu