

**Business Focused
Post Graduate Level**

Executive Program International Business Development

*enabling you to connect your business with
the International Business World*



***Create your own future
through international &
entrepreneurial competences
and membership of an
international community***



**INTERNATIONAL
BUSINESS DEVELOPMENT
ACADEMY.**

Mastering Global Entrepreneurship Skills

The Advanced Management Program – Global Entrepreneurship is designed for (future) international operating entrepreneurs, professionals and managers who would like to master the various aspects of international business in a compact way.

The program aligns the needs of the current era of globalisation, intensified competition and the transition from an industry economy to a network economy. There is a need for innovative business formulas for ongoing innovation, international entrepreneurship and co-creation.

In addition there is a need for innovative thinking to diversify and integrate local economies with other economies around the world. For this purpose there is a need for strategic formulas to transform natural resources economies into a human capital based economy.

International Business Development Academy

IBDA is a global knowledge institute focused on development, professionalisation and enhancement of international business development and entrepreneurship. IBDA does this by offering an integrated portfolio of learning, membership, business networking, research and valorisation programs.

Learning programs at IBDA are compact, competency-based and designed to improve the entrepreneurial skills of professionals and managers. Our moderators are academics with teaching skills, extensive international experience in business and management of international operations. They are competent in connecting theories to the practice of international business operations, have large international network and can appeal on their many international references.

Certificate holders of the Advanced Management Program – Global Entrepreneurship of IBDA are in general entitled to 6 CP/10 EC credits exempts in Executive MBA Programs.

You will be trained to think "out of the box", analyse opportunities and obtain capabilities to materialise these opportunities. You will obtain skills for international entrepreneurship and learn to analyse the different aspects of cross border business operations in an integrated way. You will learn about entrepreneurial attitudes and to think and act in accordance with new business models, new revenue generation formulas, innovations in partnership with other (foreign) companies, risk analysis and operate as connector and networker.

Embedded in the Local Economic Structure

The Advanced Management Program Global Entrepreneurship is designed to educate local entrepreneurs and executives to maximize their performance in management of cross border operations and to internationalise the local economy. Real life cases from participants will be used to illustrate concepts for internationalisation, duplication of production, innovation formulas and business models to generate foreign currency. IBDA offers the knowledge, competences and network for the desired internationalisation.



Program Structure

The Advanced Management Program Global Entrepreneurship is an 8-weeks program consisting of:

- 1 week classroom teaching for theoretical concepts and assignments
- 7 weeks individual assignment (business case), supported with individual coaching and feedback.

Week 1 (3 days)

- Classroom teaching
- Theoretical concepts
- Assignments
- Business case proposal
- Reflection & feedback

Week 2 – 7

- Integrated Project
- Business case
- Individual Coaching (*distance*)
- Reflection & feedback

Week 8

- Assessment & Feedback
- Certification

Participants Profile

- Directors, managers and professionals working in international companies
- International active entrepreneurs
- Consultants
- Graduates with the ambition to work for multinationals and international companies
- Professionals / Managers who wish to settle abroad
- Bachelor plus level

3 Days Program

Date	Time	Activities	Modules
Day 1	09.30 – 12.30	Introduction Lecture Assignment/ Presentations	General Internationalization Trends & Development Value Proposition Thinking Design & define & your value proposition
	13.30 – 17.00	Lecture	International Market Entry Strategies
Day 2	09.30 – 12.30	Lecture Assignment/ Presentations	International Market Entry Strategies (2) Assignment: Walt Disney Comparative analysis of main cities using market entry model
	13.30 – 17.00	Lecture Assignment/ Presentations Masterclass	International Operations Business Models Design & define your (company's) business model Operating in Multicultural business environments
Day 3	09.30 – 12.30	Lecture	International Business Law Finance in International Operations
	13.30 – 17.00	Lecture Assignment/ Presentations	Introduction to Project Outline of your Integrated project proposal Project proposal: Presentation, peer review, feedback and discussions



Program Schedule Week 2 - 8

Week	Activities by Students		Input Lecturers through email, skype & telephone
1	<input type="checkbox"/> Preliminary integrated project proposal	↔	<input type="checkbox"/> Review draft proposal and provide directions
2	<input type="checkbox"/> Prepare project proposal <input type="checkbox"/> Prepare project planning incl. data generation methods (research methods, literature)	↔	<input type="checkbox"/> Review proposal & feedback <input type="checkbox"/> Review project planning & guidance
3	<input type="checkbox"/> Research & data generation <input type="checkbox"/> Portfolio propositioning (product/ service) <input type="checkbox"/> Foreign Marketplace Analysis: country analysis / product market combinations	↔	<input type="checkbox"/> Review, feedback & guidance
4	<input type="checkbox"/> Market Entry Strategies & Propositioning <input type="checkbox"/> Financial Analysis	↔	<input type="checkbox"/> Review, feedback & guidance
5	<input type="checkbox"/> Analysis of results <input type="checkbox"/> Risk Management analysis	↔	<input type="checkbox"/> Review, feedback & guidance
6	<input type="checkbox"/> Writing of report	↔	<input type="checkbox"/> Review, feedback & guidance
7	<input type="checkbox"/> Formulate conclusions & recommendations <input type="checkbox"/> Review document & optimise where required <input type="checkbox"/> Write critical self-reflection chapter <input type="checkbox"/> Submission of final document	↔	<input type="checkbox"/> Review, feedback & guidance
8	<input type="checkbox"/> Provide clarifications where necessary <input type="checkbox"/> Process modifications (if requested by lecturer)	↔	<input type="checkbox"/> Review & assessment <input type="checkbox"/> Feedback & guidance for modifications if needed <input type="checkbox"/> Grading / Certification

Program Competencies

- Have knowledge and understanding of internationalisation strategies
- Able to perform risk analysis
- Able to analyse value chains and prepare value proposition concepts
- Able to analyse business models of international operations and apply SWOT analyses effectively on business formulas
- Able to prepare risks / cost drivers analysis and translate these into cash flow scenarios
- Able to design and develop international business development concepts with integrated revenue generation models
- Able to apply and analyse international commercial agreements
- Able to apply/integrate the abovementioned competences on a real life company situation and present/justify solutions and conclusions
- Able to apply critical reflection on the own way of working



Structure & Didactics

The program, designed and delivered at EQF 7 level (EU Qualifications Framework, master level), is based on the five Dublin descriptors (EU criteria for Higher Education). The program is coherent and contextualised in the professional field of international business development and entrepreneurship. The complexity of the job of the International operating Business Development Manager is leading.

Participants will receive a syllabus, in advance, to prepare themselves for the modules. The teaching/learning will take place on the basis of the **Action Learning Model**. This education concept requires an active and interactive participation of participants. In a logical sequence a number of topics will be discussed on the basis of theory and practice. This method enables participants to develop a sound understanding of the underlying theories and to share experiences. The project is a final capstone module based on a real life question of the participant's company. The configuration is such that it allows for application and integration of the learned matters, communicating them and self-reflection. The project will be assessed and provided with feedback.

Certification & Accreditation

Upon successful completion of this accredited program, representing 6 CP/10 EC on Executive MBA level, participants will be awarded with the Post Graduate Global Entrepreneurship Certificate and transcript from IBDA, The Netherlands.

Participants who have completed the classroom program without the final project will receive a certificate representing 4 CP/ 6 EC credits.

Participation Fee

The fee for participation in this intensive program is € 1.850 excl. VAT. The price includes readings materials required for the program.

Information & Contact

IBDA is located Noordwijk, the Netherlands, at Koningin Astrid Boulevard 23 (Building De Baak Seaside). For further information and registration you can contact:

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Core Faculty Members

Prof. Dr. Dewanand Mahadew RM CIBDE

Strategist, Innovator, Management Consultant

Dewanand Mahadew is a global executive, versatile networker with business experience on six continents and more than 40 countries across industries.

Mahadew has worked during more than 20 years in technology, project development and international contracting engineering. He is the inventor of five patents in the area of chemical engineering and has master degrees in process engineering, industrial management and business management and a DBA degree in strategic management.

Dewanand Mahadew is professor in international business & strategic management at UBIS University in Geneva.

For more than seven years he was the Dean of a business school where he successfully introduced the concept of entrepreneurship and innovation in education. His philosophy is to educate graduates who are able to create jobs rather than looking for jobs. His entrepreneurship model has been adapted by others in education and business.

Mahadew is a visiting professor at different universities around the world.



Rob van Nes MBA CIBDE

Market Entry Strategist



Rob van Nes is an international oriented strategist specialised in market entry strategies and route-to-market-strategies.

He has experience as Marketing Director for a worldwide leading British multinational and Managing Director of a global operating Dutch Product Developer. Rob is involved in developing market entries for various business operations, advises Dutch and foreign multinationals in their international development strategy and performs as interim MD at foreign branches of Dutch multinationals. He is the founding partner of several international operating business concepts and has an extensive global network.

Rob examines MBA students graduating with an international oriented thesis and is author of the books Market Entry Strategy (2010), Doing Business in India (2016) and International Entrepreneurship (t.b.p. in 2017). He has the Q-plus status of Business School Nederland International / The International Management Centres Association due to outstanding contribution to the development of the Action Learning concept for management education.