



Business School
Notenboom

Dual Degree Program

- **International**
- **Excellence**
- **Broad focus**
- **Professional & Academic**

YOUR PASSAGE TO THE WORLD.

YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Why Business School Notenboom

Accreditations

- Ministry of Education: University of Applied Science under the Law for Higher Education and Scientific Research
- NVAO: Accredited Bachelor programs
- Ministry of Economical Affairs: Knowledge institute

International Partners

Western International University, Phoenix, Arizona

Istanbul Aydin Univeristy, Istanbul, Turkey

Professional Memberships

- NIMA (Netherlands institute for marketing)
- IATA/UFTAA International Air Transport Association
- PAEPON

Joining BSN means Joining the Best



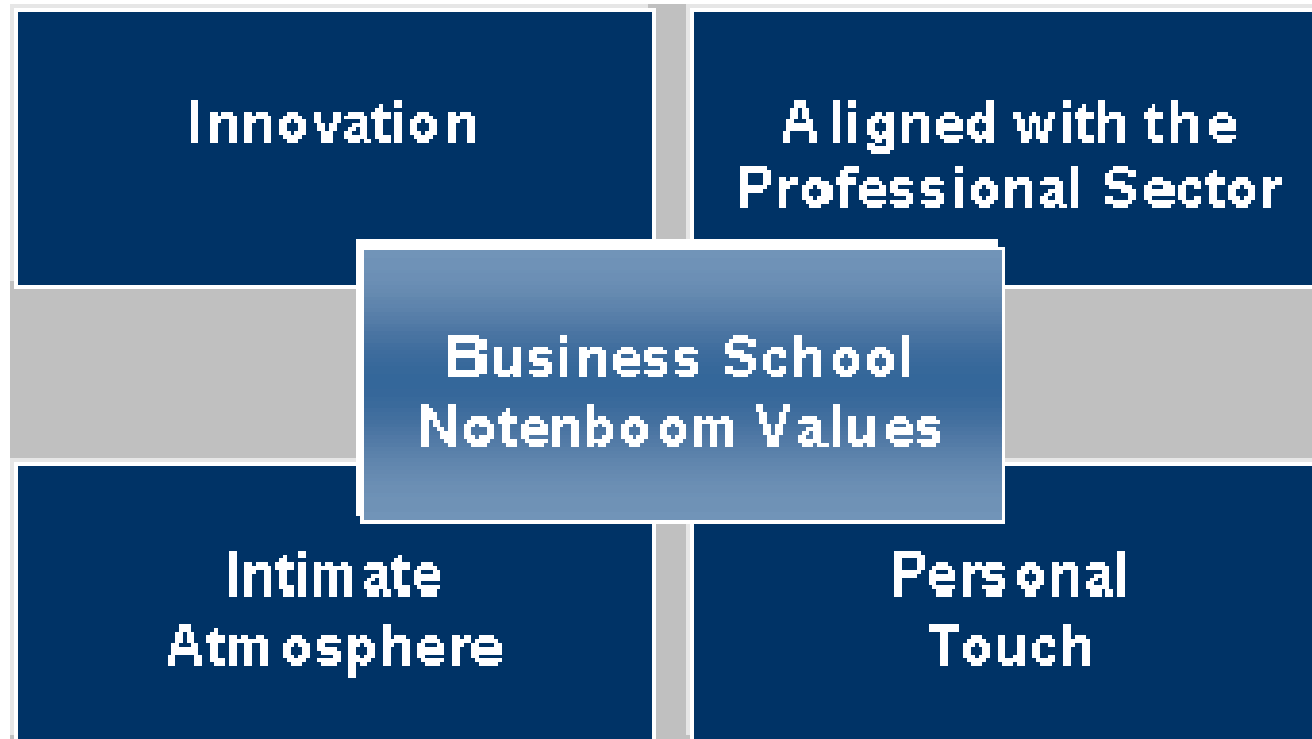


YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

BSN Values



An innovative institute where quality emphasizes and personal coaching enable you to achieve maximum performance



YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Western International University Our American Partner

- Founded in Phoenix, Arizona in 1978
- Part of the Apollo Group
- Accredited by the North Central Association of Colleges and Schools
- Campuses in Phoenix, Chandler, Scottsdale and New Delhi (India)
- Offers a wide range of studies on Bachelor, Master and Doctorate level



**Western
International
University**





YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

The Dual Degree program: ***A golden formula***

Dual Degree program is an integrated program leading to two Bachelor qualifications in 3 years:

- Bachelor of Business Administration (BBA): A Dutch degree (accredited by the NVAO – professional orientation) issued by Business School Notenboom
- Bachelor of Science (BSc): An American degree (accredited in USA - academic orientation) issued by Western International University



Western
International
University



Business School
Notenboom

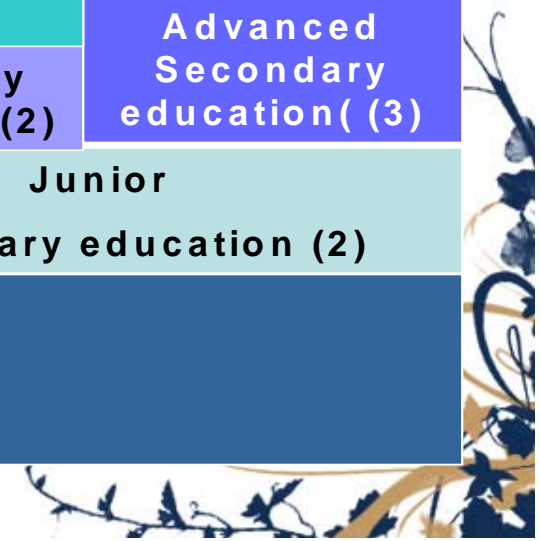
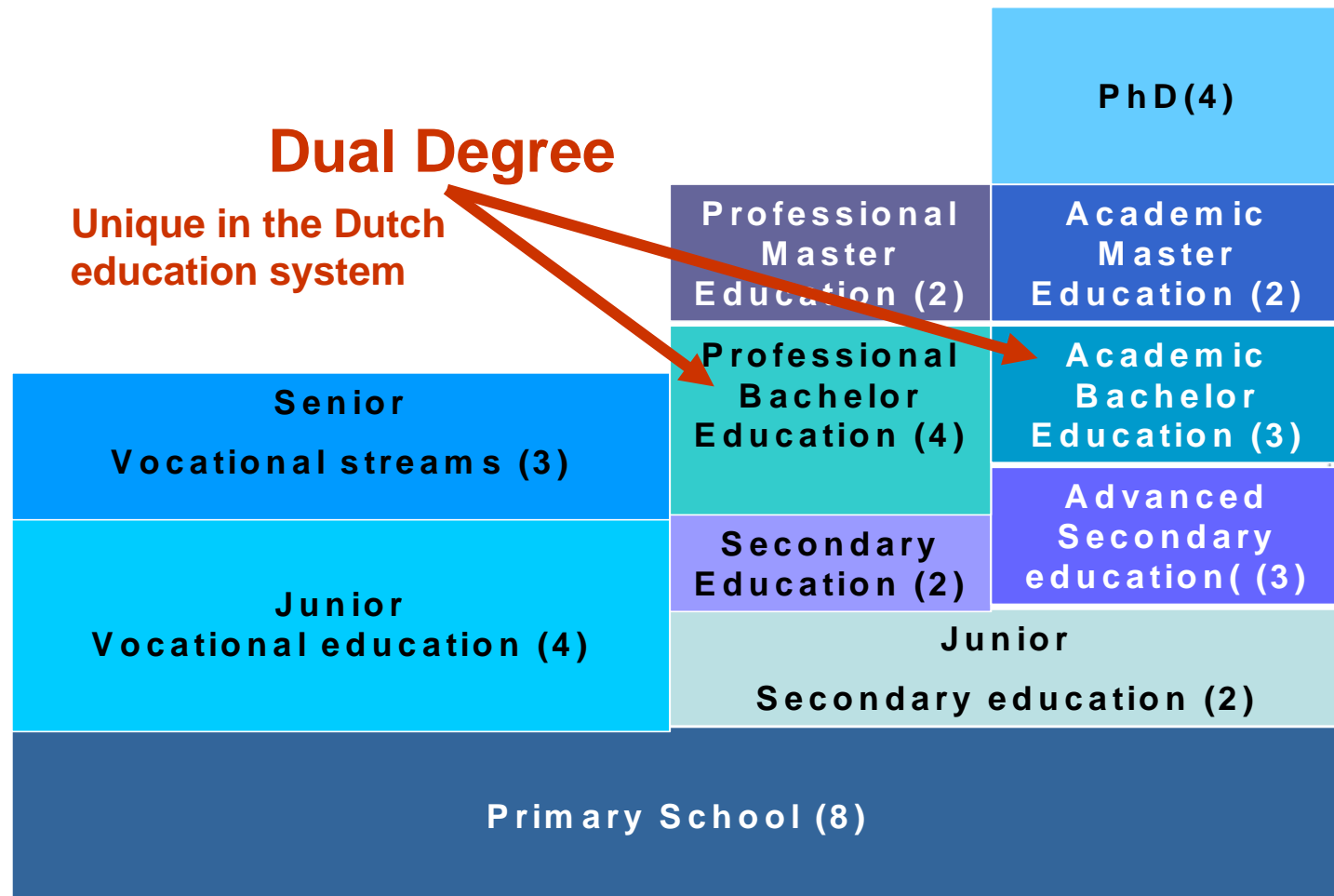


YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Dual Degree in the Dutch Education System





YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Dual Degree program: American & Dutch teaching style

- Participation / presence
- Dynamic
- Interactive / involvement
- Global orientation
- In-dept knowledge
- Student-oriented / examples & cases
- Academic dimension / professional dimension Strong and sound curriculum



→ ***Graduates are professionals with a sound academic level and general knowledge (cultures, language, environment etc.)***



YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Our Faculty

Multi-skilled Professionals and academics:

- Qualified on at least a Master level
- Experienced lecturers
- Professional experience in an international business environment
- Originates from around the globe and are familiar with USA
- English speakers

→ Capable to provide students with the required extras



YOUR PASSAGE TO THE WORLD.



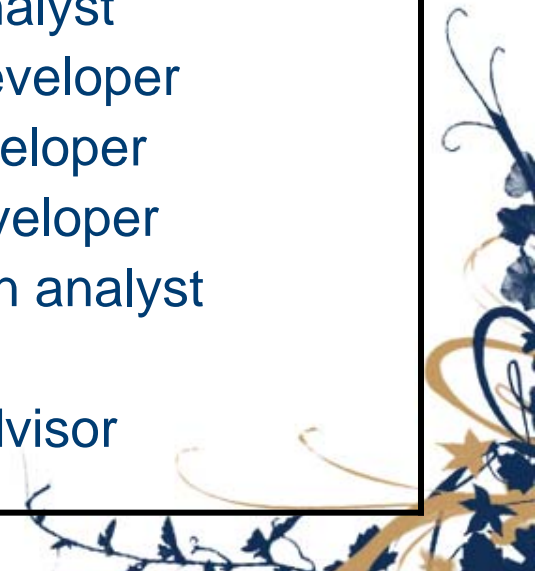
Business School
Notenboom

Your Perspectives upon Graduation

Dual Degree graduates have unique possibilities:

- Excellent basis to start with a career in a professional or academic role on a Bachelor (plus) level
- Excellent basis to continue with a master study (professional master or academic master) in Europe, United States and worldwide

Marketing manager	Market researcher
Business manager	Business analyst
Department manager	Business developer
Account manager	Product developer
Services manager	Portfolio developer
Logistics manager	Supply chain analyst
Export manager	Consultant
Area manager	Business advisor





YOUR PASSAGE TO THE WORLD.



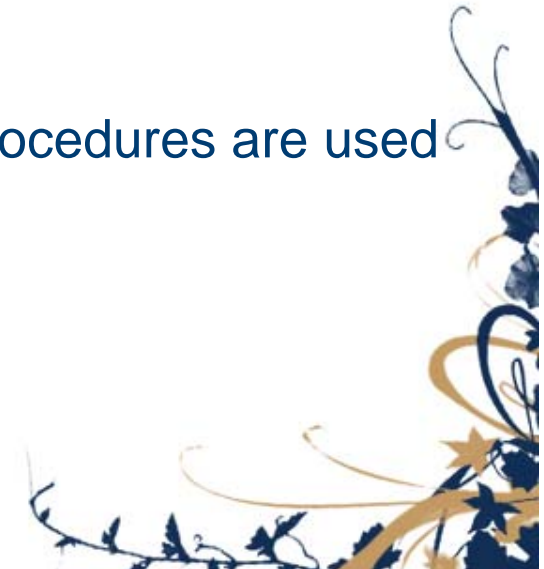
Business School
Notenboom

Entire program in English

The American Education concept and characteristics are followed;

- American education standards (GPA standards)
- American curricula
- All literature is in English
- All correspondence and communication is in English
- All teachings are in English
- American assessment and evaluation procedures are used

English is integrated in the program



YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Selected modules

<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
International Business	Money and Banking	Organization Development
European Law	Management Accounting	eCommerce
Economic Geography	Environmental Science	Financial Markets
Mathematics	Philosophy	Operations Management
Critical thinking	Statistics	Strategic Management
Organizational behavior	Marketing Management	Project Management
Financial Accounting	Management Information Systems	International Marketing
Traineeship (320 hours)	Traineeship (320 hours)	Traineeship (1280 hours)
		Research Project

Year 3: specialisation in Business administration or International business





YOUR PASSAGE TO THE WORLD.



Business School
Notenboom

Additional activities incorporated in the program

- Introduction days
- Gala
- Company visits
- School party
- Lectures by visiting lecturers
- Foreign Travels (Las Vegas, Shanghai and Beijing)





YOUR PASSAGE TO THE WORLD.

Advantages Concluded



Business School
Notenboom

- One program, two degrees
- Professional and academic
- International orientation
- Entire program in English
- Faculty members have an excellent command of English and familiar with the American education system
- International teaching and learning environment
- Sound basis for further education
- Easier access to master programs in Holland, USA and around the world
- Excellent basis for starting an (international) career on a Bachelor (plus) level

Business School Notenboom Frederiklaan 110 Eindhoven
Email: d.mahadew@ntbm.nl Tel.: +31 (0) 40 2528040 Web: www.notenboom.nl

