



INTERNATIONAL BUSINESS SCHOOL THE HAGUE

EXECUTIVE SHORT AND

THREE-MONTH DIPLOMA COURSES

Short courses and three-month diploma courses

The International Business School The Hague (IBSH) offers two-week and three-months courses covering many topics that are in high demand in the labour market. If you want to update your knowledge without committing to several years of academic study, these courses are ideal for you.

Two-week courses

In a two-week course, you get an intensive introduction to your topic of choice. You will attend three hours of training for 10 days (30 hours in total). The training will consist of lectures, practical exercises, videos and assignments. The focus of a two-week course is very applied and is directly aimed at the professional practice.

Three-month diploma courses

In a three-month diploma course, you will attend some on-going classes related to your topic and you will work on a project, such as a business model or a project plan. Typically, participants attend 3-4 classes per week and spend the rest of the time working on their projects. At the end of a three-month course, you will have updated your knowledge and you will have applied your knowledge to a practical project. Several people have started their businesses based on the plan they developed during one of our three-month programmes



Trainers

All our trainers are seasoned academic lecturers and professionals in their fields of expertise with significant experience in industry and government postings. Furthermore, our group of trainers is very international and multicultural. Our method of teaching and training is highly interactive and engages participants to draw from their setting and experiences to achieve their learning goals. We make a bridge between theory and practice using mini-cases, discussions and exercises and we involve the participants as much as possible, relating to their background and learning goals.

“After my Master’s in agriculture at Wageningen University, I took three months at IBSH to develop my plan for a modern horticultural farm in India.”

Most popular courses

Social Media and Online Marketing

Nowadays, the Internet has become the most important marketing channel for many companies. This course focuses on setting up an online marketing strategy, making sure the marketing effort gives optimal results. Marketing via social media (SMM) offers major advantages for marketers but also poses new challenges. You will get a practical introduction to SMM and hands-on practice with several of the major social media platforms, such as Facebook, Twitter and LinkedIn. Finally, you will draft a social media marketing plan for your own purpose.

Entrepreneurship

Being an entrepreneur, starting up and managing your own company, is one of the most exciting and challenging things you can do in the field of business. An entrepreneur needs a wide range of knowledge and skills. This course covers important elements of entrepreneurship, such as finding and protecting a business idea, attracting funding, finding a market and a marketing strategy and leadership. During the course, you will work on your own business idea and you will receive expert feedback on your plans.

Leadership

Leadership is essential in any kind of organization. The style and quality of leadership determine the culture, effectiveness and efficiency. In this course, you will learn about leadership in general and your potential as a leader. Topics addressed are:

- Leadership and leadership theories
- Personality and leadership
- Building and managing teams
- Conflict resolution
- Negotiations
- Decision making



Project management

In many organizations, projects are the most important way in which activities are organized. Corporations, NGOs and governmental organizations employ project managers to design and manage projects in a variety of fields. The skill of project management is in high demand in these organizations. Topics addressed are:

- Introduction to projects and project management
- Design of projects: goals and objectives, activities, time and financial plans
- Leadership and team building
- Use of project management software
- Risk Management
- Stakeholder analysis and management
- Project management standards



Course topics available

- Advanced Public International Law, tailored for Career Development
- Sustainable Finance
- Financial Analysis and Corporate Valuation
- Finance for Non-Financial Managers
- Strategy and Executive Management
- Entrepreneurship
- Project Management
- Social Media & Online Marketing
- Corporate Communication
- Advanced Leadership
- Health Care Management
- Content Marketing

Development of courses

We also design courses according to the client's specifications. If the specific course topic you are interested in is not on the list, please contact us to develop the course.



Registration

You can register for the various courses via:
<https://ibsthehague.com/programs/executive-s-courses/>

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