

# Bachelor of Agribusiness and Business Administration



## Enter the dynamic world of food and flowers

Are you entrepreneurial? Do you have international ambition?, and would you like to broaden your horizons? Would you like to be part of the International Business Environment of Food & Flowers? Do you want to make a difference? Are you the person to influence International Business with your knowledge of Sustainability and Business Administration? Yes? Then this course is for you. Our BBA International Business in Food & Flowers can give you the opportunities to make those differences. It offers you:

- an international course with students from all over the world, so you work in a multi-cultural setting;
- a practical course with innovative international projects throughout the professional field;
- a course with excellent job perspectives;
- an option to do your internship and part of your programme outside the Netherlands.

From day one the programme will introduce you to the field of food and flowers through guest lectures, field trips, projects and skills training. You will also be working on field-related business cases. During the programme you will learn everything you need in order to operate successfully in the international business community, taking economic as well as social matters into account.

As a professional and (future) manager, you can communicate and work with all the different cultures you may encounter in a company. You can take charge, take responsibility, develop strong organisational and entrepreneurial skills and show leadership on sustainability. By taking decisions that make the difference, you assure business operations run in an innovative, inspiring and streamlined way.



## Facts

### Degree

The Bachelor of Agribusiness and Business Administration (BBA) is accredited by the NVAO, the Accreditation Organisation of The Netherlands and Flanders.

### Programme

Bachelor programme (BBA) | 4 years | English taught

### Professional field

In the course of the study programme, you can focus on International Business in Food and Flowers.



Professional field:

## International Business in Food and Flowers

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### Every ingredient for international success

The world is your workplace! In this dynamic, fast-paced world, entrepreneurial spirit, professionalism and communication skills are a must. The Netherlands has an excellent reputation regarding the agricultural trade of food and flowers. Therefore, you specialise in a dynamic and innovative professional field during your course BBA at Van Hall Larenstein: International Business in Food and Flowers.

In order to be successful in the international trade of food and flowers, you do not only need detailed product knowledge, but also a comprehensive overview of the entire chain, from producer to consumer. You, therefore, need specific knowledge of business, logistics, trade, international marketing, financial management, innovation and socially responsible business. Are you interested in working in the exciting world of food and flowers? Then this professional field is the right choice for you!

### Work placements

In year two you will do a work placement. In year three you will spend several months on a practical placement in a food, feed and/or flower trade company of your choice. It is recommended that you do your placement outside the Netherlands. You might, for example, work as an assistant for an importer or exporter, a logistics or purchasing manager. For your thesis assignment you will research market opportunities, market entry strategies, logistic optimisations and financial planning.

### Career opportunities

A Bachelor's Degree in International Business in Food and Flowers is your passport to a career in business administration or management in the Netherlands or anywhere in the world. You could find yourself working in any business part of the international food and flower chain.

At the beginning of your career, you might work as a junior manager for a company exporting flowers to the Far East. You might also become an account manager at a food-processing company in Spain, or conduct market research for a soft drinks company in Eastern Europe. Later in your career, you are likely to become a senior manager. This means you could also excel as an importer in the flower trade, travelling the world to find new suppliers, or you could start your own company. It's up to you!

“During this course you build your future international business network”



Marco Zhang  
from China  
Business student

“VHL offers many opportunities to get to know the horticulture field, such as arranging excursions to horticulture companies, attending Horti-Fairs and offering practical training in the PTC (Practical Training Centre). I have made many foreign friends since arriving at VHL; it is nice for students to build their future international business networks. In the future, maybe I can find a Dutch company in the Netherlands, and help it to open up the Chinese and perhaps even the Asian market. My final goal is to set up my own horticulture company in China.”



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