

# YOUR GUIDE TO CHOOSING A SECOND LANGUAGE

From your first year of study onward, you have the great opportunity to learn a second language at IBS. You can choose one of the following languages: Chinese (Mandarin), Dutch, German, French or Spanish. Language and culture are closely connected, so learning a new language improves your intercultural competences, thus making you a global citizen. Having learned a second language is also a great help during your placement and study abroad semester. But how do you choose? What exactly will you learn and how can you know before the start of your programme what is the best choice? With this guide we hope to help you make the right decision.

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# LANGUAGE GUIDE



**International Business**  
4 year bachelor programme

## CHINESE (MANDARIN)

In the Chinese language classes you will learn a specific vocabulary in Business Chinese and Business Behaviour after having obtained some basic knowledge of the Chinese language. With support of the Groningen Confucius Institute we will offer an optimal quality and you could participate in the HSK 1 and 2 test on a voluntary base. The Hanyu Shuiping Kaoshi Test (HSK) is an internationally acknowledged exam from the Ministry of Education in China. After having followed at least 1 year of classes, you have the possibility to attend a Summer Camp in Beijing at the Communication University of China for 2 weeks, or in case students are excellent they have the opportunity to obtain a scholarship in China for half a year or longer. Another way to put your language skills into practice is by doing an internship or study abroad in China in the third year. After studying Chinese at IBS you will be able to speak Chinese in daily life and simple business matters. To avoid being a fluent fool, you will enhance your cultural awareness which will make doing business in China more successful.

## DUTCH

During your bachelor, you will be living in the Netherlands for a long period of time. If you learn Dutch while living in the Netherlands, you can enrich your cultural experience. Understanding that language will also help you understand the environment you're living in, and that means:

- you will be doing your shopping in Dutch shops
- you would like to interact with the locals in their own language
- you want to feel connected with Dutch society in order to understand the culture
- you would like, or you need, to have a part-time job in the Netherlands during your studies, and therefore need to understand your Dutch co-workers, the customers, or your boss...

As an international student, you can do your study abroad semester and your work placement in the Netherlands. This will open doors in your professional life after your studies: it will not only enrich your CV, it will also increase your job opportunities in and outside the Netherlands. So: GO DUTCH!

## FRENCH

Would you like to do your study abroad at one of our partner universities in Paris, Bordeaux, Nancy or Rennes? Or in Montréal in Canada? Are you interested in doing your placement in a company in France or in a French-speaking country? Alors... PARLONS FRANÇAIS! « Le français, c'est simple comme bonjour! » IBS offers you the unique opportunity to learn la belle langue française. During regular interactive classes throughout the first two years, you will be learning French numbers, practicing phone calls, making or cancelling appointments, arranging meetings, conducting sales talks, discovering and presenting French companies and the typical French products. In other words, the French business environment is dealt with as well as the French culture, making you feel more at ease when doing business in France. It is with enthusiasm and dedication that our lecturers aim to bring you at mid B1 level, the level of an independent speaker.

## GERMAN

"The world's third-largest exporter after China and the United States, Germany shipped US\$1.626 trillion worth of goods around the globe in 2021."

(Daniel Workman, March 16, 2022, [www.worldstopexports.com](http://www.worldstopexports.com))

Doing business in Germany will be much easier if you not only understand the language but also the cultural habits of German-speaking people. During your first two years at IBS you will learn German from scratch. You will end your course as a starting professional in the German market. You will be able to converse about daily matters and to handle simple business-related tasks, all with a clear understanding of writing and speaking German. In addition, you will get used to the way of communicating and expected politeness in German-speaking countries.

## SPANISH

¡Dale caña a tu español! Get a move on your Spanish and go beyond the mere fiesta and siesta! A team of dedicated lecturers will guide you through the basics of Spanish. Our interactive classes will prepare you to become an independent and culturally competent speaker so you can move easily in different Hispanic cultures. When you address people in their native language, their hearts will open and you are only one step away from doing business successfully. Perhaps more so than in any other culture, in the Hispanic world conversación amena (affectionate conversation) is valued enormously. We aim at delivering confident speakers who don't hesitate to treat their Spanish colleagues to a vino tinto y un pintxo or a Colombian friend to a cafecito con leche.



## PRACTICAL FACTS

- All language classes start at level zero. At the end of year 1 you will have reached level A2 according to the Common European Framework of Reference and at the end of year 2 your skills will be at mid B1 level.
- You will have a 2-hour class once a week and you will earn five European Credits per language module (15 in total for years 1 and 2).
- In the final semester of year 2, there will be an integrated assignment with the course Intercultural Competences in Business.
- At the end of each module, your reading, writing, listening and speaking skills will be assessed.