

## **Study programme section of the Students' Charter with the 2019-2020 Teaching and Examination Regulations of the Bachelor's programme**

*Marketing Management – Digital Business Concepts*

**Study Programme code: 34402**

**Study Programme type: full-time**

*Teaching location: Tilburg*

The study programme's section of the Students' Charter was adopted by the institute's director on 29 May 2019 after obtaining the IPC's consent on 28 May 2019 and the PC consent on 28 May 2019.

The teaching and examination regulations of the study programme expand on the general section of the teaching and examination regulations of Fontys Bachelor's programmes.

This general section for the 2019-2020 academic year was established by the Executive Board on 11 December 2018, following the consent of the students' section of the CPC, which was given on 17 January 2019.

**Blue**      **Specific details applicable to the study programme are included**

## Table of contents

<b>A – Teaching and Examination Regulations .....</b>	<b>4</b>
<i>Section 1 General .....</i>	<i>4</i>
Article 1 Definitions .....	4
<i>Section 2 Admission to a Bachelor's programme .....</i>	<i>7</i>
Article 2 Required prior qualifications .....	7
Article 2a Study choice check and study choice advice .....	9
Article 3 Requirements regarding foreign diplomas/international students .....	10
Article 4 Professional activity requirements .....	11
<i>Section 3 Intake interview, exemptions, short track and tailored study programmes .....</i>	<i>11</i>
Article 5 Intake interview .....	11
Article 6 Exemptions .....	11
Article 7 Short-track/tailored study programmes .....	11
<i>Section 4 Facilities related to study career counselling, functional disability, administrative activities, top-level athletes scheme, student entrepreneurship .....</i>	<i>11</i>
Article 8 Study career counselling .....	11
Article 9 Special facilities for students with a functional disability .....	12
Article 10 Students with board memberships .....	12
Article 11 Top-level athletes scheme .....	12
Article 11a Student entrepreneurship .....	13
<i>Section 5 Study programme content .....</i>	<i>13</i>
Article 12 Study programme profile – main subjects/differentiations – occupational requirements .....	13
Article 13 Study programme layout .....	13
Article 14 Overview of units of study and credits .....	13
Article 15 Content of minors and other special programmes .....	13
Article 16 Education components .....	14
Article 16a - Evaluation of teaching .....	15
<i>Section 6 Tests, assessment and study progress .....</i>	<i>15</i>
Article 17 Types of tests .....	15
Article 18 Overview of tests .....	16
Article 19 Tests and assessments .....	16
Article 20 Content of tests, duration of tests, test aids and test timetables .....	16
Article 21 Sitting competency examinations .....	16
Article 22 Registration for tests .....	16
Article 23 Proof of identity during tests .....	16
Article 24 Test marking system .....	17
Article 25 Test results .....	17
Article 26 Inability to sit tests .....	17
Article 27 Request for a review .....	17
Article 28 Resits .....	17
Article 29 Period of validity of results .....	18
Article 30 Final paper - Knowledge Bank .....	18
Article 31 Study progress .....	18
Article 32 Advice regarding the continuation of studies .....	19
Article 33 Additional provisions concerning binding negative advice regarding the continuation of studies .....	20
<i>Section 7 Graduation .....</i>	<i>20</i>
Article 34 Examinations - certificates - diploma supplement .....	20
Article 35 Statement on departure .....	21
Article 36 Transfer .....	21
<b>Article 36a Transfer from Associate degree programme to Bachelor's programme .....</b>	<b>Fout! Bladwijzer niet gedefinieerd.</b>
<i>Section 8 Irregularities and fraud .....</i>	<i>21</i>
Article 37 Irregularities and fraud .....	21
<i>Section 9 Examination Board, appeal .....</i>	<i>22</i>

Article 38 Examination Board.....	22
Article 39 Appeals .....	22
<i>Section 10 Retention and hardship clause .....</i>	<i>22</i>
Article 40 Retention of documentation .....	22
Article 41 Hardship clause.....	23
<i>Section 11 Final provisions and implementation .....</i>	<i>23</i>
Article 42 Entry into force, amendments, publication and official title.....	23
Article 43 Transitional provisions .....	23
Article 44 Unforeseen cases.....	23
<b>B - Set-up of the study programme and support facilities .....</b>	<b>24</b>
<b>C - Internal complaints procedure .....</b>	<b>24</b>

## A – Teaching and Examination Regulations

### Section 1 General

#### Article 1 Definitions

Academic year	The period from 1 September up to and including 31 August of the following year.
Advice regarding the continuation of studies	Advice given to students at the end of the first year of the propaedeutic phase of a Bachelor's programme regarding the continuation of their studies either with the programme or elsewhere. This advice may entail a binding rejection (binding negative study advice).
Assessment	Generic term for tests aimed at assessing a student's competencies in a professional situation that is as authentic and realistic as possible.
Assessor	An examiner that grades the student's progress in acquiring the required competencies.
CAA	Centre for Administrative Activities. The CAA is the internal partner within Fontys of the representative and participatory bodies and their discussion partners with respect to optimising how these bodies function.
Certificate	The certificate as referred to in Section 7.11 of the Dutch Higher Education and Research Act (Wet op het Hoger Onderwijs en Wetenschappelijk Onderwijs, WHW).
CPC	Central Participation Council
Cohort	The group of students who are enrolled for the first time in the propaedeutic year of a study programme on the same reference date to which the prevailing Teaching and Examination Regulations (TER) apply. For students who enrol in a higher year, cohort membership is determined on an individual basis.
Competency	A cluster of related knowledge, skills and attitudes that influences a substantial part of a person's job, is related to the performance of the job, can be measured and tested against accepted standards and can be improved through training and development.
Competency examination	A test to assess whether a student has certain competencies.
Component test	If an interim examination consists of several tests, each of those tests is referred to as a component test.
Coordinating institute	The coordinating institute is the Fontys Institute which bears final responsibility for the development, implementation, assessment and improvement of a minor programme.
Credit	One credit equals 28 standard study-load hours. Students are awarded credits on passing the interim examination of a unit of study. The international term for credits is European Credits (EC's).
Education components	The courses offered to students to help their learning process.
CROHO	Central Register of Higher Education Study Programmes, which is a register of all study programmes. Students that pass the interim examinations of a study programme registered in CROHO are entitled to an official higher vocational education certificate with the associated degree (Associate degree, Bachelor or Master).
Deficiency	Any required prior qualification(s) a student lacks.
Differentiation	A specific definition of the curriculum within a programme, from the start of the programme, that contributes to the development of generic or specific competencies aimed at deepening a specific area of knowledge in the professional field, throughout the programme.
Diploma supplement	Document drawn up in accordance with a European format that is added to the certificate and states the nature, level, context, content and status of the study programme.
Dual-study programme	A dual-study programme is organised in such a way that education is alternated with one or more periods of professional practice related to the study programme. The study programme therefore consists of an educational segment and a practical segment, both of which are integral parts of the study programme.
DUO	Short for Dienst Uitvoering Onderwijs, a government agency charged with implementing education legislation and regulations of which the IB Group forms a part.

Diploma with subject combination	Former senior general secondary education ( <i>HAVO</i> ) or pre-university education ( <i>VWO</i> ) diploma based on subject combinations. These diplomas were issued before the <i>HAVO</i> and <i>VWO</i> profiles were introduced (from 1998).
ECTS	European Credit Transfer System. The system that is used to express credits in order to facilitate international comparison. See also: credits.
EVC (RPL)	Erkenning van eerder Verworven Competenties (Recognition of Prior Learning).
Examination	Completion of (the propaedeutic-year phase of) a study programme. The final examination may also include a supplementary assessment conducted by the Examination Board.
Examination Appeals Board	The Board as referred to in Sections 7.60 up to and including 7.63 of the WHW and Articles 45 and 46 of the Students' Charter. The organisation, duties and powers of the Board are laid down in the Rules of Procedure adopted by the Examination Appeals Board and approved by the Executive Board.
Examination Board Examiner	The board of persons referred to in Section 7.12 of the WHW. Member of staff who is designated by the Examination Board to administer examinations and assess the results thereof or an external expert.
Executive Board	The administrative body of Fontys University of Applied Sciences, as described in the articles of association and the WHW.
Executive institute	A Fontys institute responsible for the execution of a minor.
Exemption	Full or partial exemption from meeting enrolment and / or admission conditions and / or sitting examinations.
Exit assessment	Part of the competency examination administered at the student's request when he or she wishes to terminate his or her study programme prematurely.
Exit qualifications	Qualifications students must have on completing the study programme.
Fontys minor	A minor open to all Fontys students, so long they meet any admission criteria for the minor, with a focus on overarching and distinctive themes.
Propaedeutic year	First phase in a Bachelor's programme.
Fraud	Any act (including plagiarism ) or omission that either partially or fully impairs the correct assessment of a person's knowledge, understanding, skills, competencies, professional attitude, powers of reflection, etc.
FSS Board	Board charged by the Executive Board to implement the student financial support scheme (FSS), now known as the Profiling Fund Board.
FSS scheme	<u>Scheme</u> for the granting of support to Fontys students in the form of graduate funding, committee member grants or holiday allowances from the profiling fund, now known as the <u>Profiling Fund Scheme</u> .
Full-time study programme	A full-time study programme is a study programme whose structure is such that students are assumed not to participate in any activities other than academic activities.
Hardship clause	A provision in a law or regulation that makes it possible to deviate from regulatory provisions in favour of the student or external student.
He / him	Wherever 'he/him' is used in these rules, this should also be understood to mean 'she / her'.
IELTS	International English Language Teaching System, a tool used to determine a student's command of the English language.
Institute	The operational unit at Fontys that is, in particular, responsible for organising Fontys' core competencies and that executes the primary processes.
Institute Director	The staff member charged with running a Fontys institution.
Institution	The Fontys Universities of Applied Sciences.
Intake assessment	Portfolio assessment conducted at the student's request to validate previous learning experiences prior to enrolment in the study programme. A fee covering the costs is charged for an intake assessment.
Intake interview	Interview conducted at the student's request prior to the start of the study programme if the student believes that he or she has competencies acquired previously. An intake interview comprises a general assessment from which no rights can be derived by a student.
Interim examination	An examination of the knowledge, understanding, skills and / or competencies of a student required to conclude a unit of study, including an assessment of the results of such an examination (Section 7.10(1) of the WHW). An interim examination may consist of one or more component tests.
IPC	Institute Participation Council
Main subject	A specific definition of the post-first year programme.

Major	That part of the Bachelor's programme with a study load of 210 credits that contributes to the competencies associated with the programme and that is directly related to the study programme(s)'s registration in the CROHO.
Minor	Programme of optional subjects within a Bachelor's programme with a study load of 30 credits that contributes to generic or specific competencies.
Minor regulations	Regulations that describe the content, the education components, the testing and the completion of a minor. The regulations of all minors offered by Fontys can be found on the Fontys website ( <a href="http://www.fontys.nl/minors">www.fontys.nl/minors</a> ). The regulations of the minors associated with a particular study programme have been included as an annex of the study programme's TER.
Nt2 diploma	Diploma of the Nt2 official state examination in Dutch as a second language, of which programme II is considered to be the guideline for admittance to higher education.
Occupational requirements	The legal requirements to which the practice of a particular profession is subject (Section 7.6 of the WHW).
Part-time study programme	A part-time study programme is a study programme whose structure is such that the student is able to participate in supplementary activities, either work-related or educational, alongside the study programme.
Portfolio	A collection of evidence, digital or otherwise, with which students can demonstrate that they master the competencies of a particular study programme.
Post- propaedeutic year phase	Second phase of a Bachelor's programme.
Principle	All study programmes offered are based on one of the following principles: non-denominational private education (NPE), Roman Catholic (RC), Protestant Christian (PC) or a combination of general special education, Roman Catholic and Protestant Christian (ab, RC, PC).
Professional Provision	Provision aimed at facilitating students of Fontys ACI who, in addition to their studies, have a professional career in line with the professional perspective of the study programme, to combine these activities with their studies.
Profiling Fund Board	Board charged by the Executive Board with implementing the Profiling Fund scheme, formerly known as the FSS Board.
Profiling Fund Scheme	Scheme for the granting of support to students in the form of graduate funding, committee member grants or holiday allowances from the profiling fund, now known as the <u>Profiling Fund Scheme</u>
PC	Opleidingscommissie (Programme Committee, PC), a committee established for a particular study programme of a school referred to in Section 10.3c of the Act (see the <u>Regulations on the Participation Councils and Degree PC's</u> ).
Tailored programme	Special programme which differs from the standard programme.
Teaching period	Period in the academic year during which education components are organised. A teaching period is referred to as a study quarter in the Fontys annual calendar.
TER	Teaching and examination regulations. The TER consists of a general section for all study programmes offered by the Fontys Universities of Applied Sciences as well as information specific to individual study programmes. The TER forms a part of the study programme section of the Students' Charter.
Test	Activity used to assess whether a student has certain knowledge, understanding, skills and / or competencies.
Top-level athletes scheme	Scheme for top-level athletes that specifies which students are eligible to benefit from it and the facilities that they may use under it.
Student	A person who is enrolled in the institution, as referred to in Sections 7.32 up to and including 7.34 of the WHW.
Student counsellor	Staff member appointed by the Executive Board who is responsible for looking after the students' interests, providing assistance when problems occur and providing information and advice. The student counsellor is part of the Student Facilities Service (Dienst Studentenvoorzieningen).
Study Career Centre	Service provided by the Student Facilities Service (Dienst Studentenvoorzieningen) to help students with issues involving admission, transfer to another study programme / institution or the termination of their studies.
Students' Charter	The <a href="#">charter</a> containing the rights and obligations of students, divided into an institution-specific section and a study programme-specific section.
Student entrepreneur scheme	<u>Scheme</u> which is intended to help Fontys students who are deemed student entrepreneurs to combine entrepreneurship and study.

Study career counsellor	Counsellor who helps students with issues such as planning their studies, taking the right approach to their studies, making the right choices and the progress of their study careers.
Study career support	Support system that focuses on the individual student's development. The student is encouraged to reflect on his or her own development as a future professional and to take responsibility for this development.
Study check advice	Advice provided to a prospective student who has participated in the study check with regard to his or her choice of Bachelor's.
Study check	The activity offered by Fontys whereby the prospective student is given advice with respect to his or her choice of study programme. The study check consists of at least two components: a digital questionnaire and a consultation to discuss the results of the questionnaire.
Study load	The standardised time investment expressed in units of 28 study load hours related to a study programme.
Study programme	A coherent totality of education components aimed at achieving the well-defined objectives in the area of knowledge, understanding and skills which the person completing the study programme should possess. Every study programme is recorded in the CROHO.
Study programme minor	A minor which can only be taken by students from a specific domain or study programme and which highlights one particular theme.
Study programme profile	The entire set of final qualifications for which the study programme provides training or, in other words, the professional competencies expected of a beginning professional.
Unit of study	Part of a study programme that is concluded with an interim examination as referred to in Section 7.3(2) of the WHW or an additional assessment carried out by the Examination Board, as referred to in Section 7.10(2) of the WHW. Units of study may relate to the assessment of one or more competencies, a component of competencies (knowledge, understanding, skills, attitude) or a combination of competencies or of a minor. Students are awarded the relevant credits on passing the interim examination for the unit of study.
WEB	Adult and Vocational Education Act (Wet Educatie en Beroepsonderwijs, WEB; Bulletin of Acts and Decrees 507, 1995, and later supplements and amendments).
WHW	The Dutch Higher Education and Research Act (Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek, WHW; Bulletin of Acts and Decrees 593, 1992, and later supplements and amendments).

## Section 2 Admission to a Bachelor's programme

### Article 2 Required prior qualifications

1. Only students with diplomas awarded on completing pre-university education (VWO) or senior general secondary education (HAVO) (with profiles) or senior vocational education (MBO) in middle management as well as students that have completed specialist training or a vocational training programme designated by a ministerial regulation may be admitted to a Bachelor's programme (Section 7.24 of the WHW. Additional conditions for admission apply if a shortened programme is offered. Those conditions are set out in Article 7.
2. Students with a certificate awarded on completing a propaedeutic year or passing the final examination of a higher professional education (HBO) or academic higher education (WO) study programme are also entitled to be admitted to a Bachelor's programme at a university of applied sciences. Students must, however, also meet any applicable requirements regarding their previous qualifications (paragraph 4) and any other additional requirements imposed (paragraph 5) (Section 7.28 of the WHW).
3. All citizens that have access to education offered by research universities or universities of applied sciences in a country that has ratified the Convention on the Recognition of Qualifications concerning Higher Education in the European Region may also be admitted to a Bachelor's programme, without prejudice to the provisions in paragraphs 4 and 5 of this article and the provisions of Article 3. This right to enrolment does not apply if the Executive Board can prove that there is a substantial difference between the general admission requirements in the territory of the country concerned and the general requirements under or pursuant to the WHW (Section 7.28 of the WHW).

4. For enrolment in the Bachelor's programme, the following prior qualifications are required:
- a. For enrolment on the basis of a HAVO or VWO certificate, the following prior qualifications are required (Article 7.25 paragraph 1 WHW):
- A student who does not have the required profile requirements or did not take the necessary subject, can enrol if an examination prior to the start of the programme confirms this student has met other requirements of comparable substance (Article 7.25 paragraph 5 WHW).
- The student must meet the following requirements:

**Old Profile HAVO (graduated in 2008 or earlier)**

- Culture and Society: admissible
- Economy and Society: admissible
- Nature and Health: admissible with Economics 1
- Nature and Technology: admissible with Economics 1

**Old Profile VWO (graduated in 2009 or earlier)**

- Culture and Society: admissible
- Economy and Society: admissible
- Nature and Health: admissible with Economics 1
- Nature and Technology: admissible with Economics 1

**New Profile HAVO (graduated in 2009 or later)**

- Culture and Society: admissible with Economics or M&O + Math A or Math B
- Economy and Society: admissible
- Nature and Health: admissible with Economics or M&O
- Nature and Technology: admissible with Economics or M&O

**New Profile VWO (graduated in 2010 or later)**

- Culture and Society: admissible with Economics or M&O
- Economy and Society: admissible
- Nature and Health: admissible with Economics or M&O
- Nature and Technology: admissible with Economics or M&O

b. Students who hold an MBO level 4 diploma have a right to admission if the diploma is in a related sector (art. 7.25 lid 3 of the WHW). Students who do not hold an MBO level 4 diploma in a related sector may be admitted if it can be established by means of an assessment conducted before the start of the study programme that they have satisfied requirements that are commensurate in terms of content (Section 7.25(5) of the WHW).

The domains that are seen as unrelated:

- MBO domain engineering and process industry to HBO-sector economy
- MBO domain care and welfare to HBO-sector economy
- MBO domain food, nature and living environment to HBO-sector economy

In 2019-2020 prospective students will be issued the results of the deficit investigation in the form of a recommendation which will be discussed during the study choice check meeting.

5. Enrolment in a Bachelor's programme is subject to the following additional requirements (Section 7.26 and 7.26a of the WHW):

A student who does not meet the required profile or has not followed the correct subjects may be admitted if it has been established before the start of the study programme that he has met requirements that are comparable in terms of content (Articles 7.26 and 7.26a of the WHW).

The requirements to be met by a student are:

- Mathematics and numeracy: final level HAVO
- Economics: final level HAVO

A supplementary examination will be carried out to determine whether the candidate has the necessary knowledge/skills.

The dates on which the tests can be taken can be found at

<http://fontys.nl/Studeren/Opleidingen/Commerciele-Economie-Digital-Business-Concepts/Toelatingseisen.htm> The costs of participation are € 55 per unit.

6. Students who are 21 or older at the start of the study programme and do not meet the requirements regarding their previous qualifications and have not been exempted from the requirements may be still be eligible for exemption after taking an entrance examination (Section 7.29 of the WHW.) (Also



see Article 3(5).)

The aim of this examination is to determine the student's suitability to take part in the Bachelor's programme as well as the student's command of the Dutch language.

Students wishing to take the entrance examination must meet the following requirements:

The admission test makes use of the Differential Aptitude Test (DAT). More information about the test can be found at: <https://fontys.edu/Practical-information-24.htm>

The student must score 'average' in all parts of the test compared to the control group, with the exception of the elements practical insight and spatial insight, which may score below average.

Students will be notified of the results of the entrance examination within two weeks. If the prospective student applies for enrolment on the basis of an experience certificate (issued by an acknowledged Recognition of Prior Learning (RPL) centre), this certificate will be used to determine the student's suitability to take part in the Bachelor's programme as well as their command of the Dutch language.

Given that Fontys no longer has an RPL centre, RPL procedures cannot be used. Each experience certificate will have to be assessed individually to determine if it sufficiently demonstrates whether the prospective student is suitable for the programme and has a sufficient command of the Dutch language.

7. The Executive Board has declared that 'old' HAVO and VWO diplomas with subject combinations chosen by the pupil are at least equivalent to the 'new' diplomas with subject cluster requirements. Consequently, prospective students holding these types of diploma may be admitted. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5). (Section 7.28 of the WHW.)

The institute director has declared that the 'old' HAVO and VWO diplomas with old profiles are equivalent to 'new' diplomas with profile requirements. Consequently, prospective students holding these types of diploma may be admitted. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5) (Section 7.28 of the WHW.)

8. When a student applies for admission to a study programme based on a diploma other than one of the diplomas referred to above, the institute director will decide whether that diploma is equivalent and if it grants access to the study programme. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5) (Section 7.28 of the WHW.)
9. Students who are admitted by virtue of a diploma as referred to in paragraphs 2, 7 or 8 of this article will be subject to an additional assessment to determine whether they meet the knowledge and skills requirements as referred to in paragraph 4 and 5 of this article. (Section 7.28 of the WHW.) Students must meet the requirements of this assessment prior to enrolment.
10. Admission to the study programme is not subject to a fixed admission quota in accordance with Sections 7.53, 7.54, and 7.56a and of the WHW.

#### **Article 2a Study choice check and study choice advice**

1. The study choice check consists of at least the completion of a digital questionnaire and a contact moment with the study programme.  
The study choice check for international students as referred to in the Study Choice Advice Rules consists of filling in a digital questionnaire and a contact moment with the programme
2. Within 4 weeks following registration, the prospective student will receive a link to the digital questionnaire. Within 4 weeks following completion of the questionnaire, the prospective student will receive an invitation to the contact moment with the study programme.  
International students as referred to in the Study Choice Advice Rules will receive further information on the study choice check within 4 weeks following registration.
3. The digital questionnaire can be completed in the period between 1 January 2020 and 1 September 2020.  
The study choice activities for international students will take place in the period between January 2020 and September 2020.
4. The contact moments with the study programmes are planned in the period between March 2020 and 1 September 2020.
5. The contact moment consists of at least one individual or group interview and preferably of several intake units. Only with international students, and in exceptional cases with Dutch students, may the contact moment consist of telephone contact or a video call. This depends on the individual

situation and also on the contacts the prospective student has already had prior to registration. The intake programme can include, among others, a meeting with a teacher from the study programme.

6. The study choice advice will be sent to the prospective student by e-mail within ten working days of the contact moment.
7. The study choice advice offers one of 4 options:
  - A – there is a good match with our study programme;
  - B – there is a match with our study programme which certain provisos;
  - C – it is doubtful whether there is a match with our study programme;
  - D – there is no good match with our study programme.
8. The student will receive a study choice advice A in the following cases:
  1. The interests and skills of the student fit the study profile.
  2. The prospective student has realistic expectations of the study.
  3. The prospective student is motivated for the study.
  4. The prospective student has passed a HAVO or VWO exam with Economics with Economics included in the profile.

The student will receive a study choice advice B in the following cases:

- The student meets criteria 1,2 and 4

The student will receive a study choice advice C in the following cases:

- The student meets criteria 1 and 2

The student will receive a study choice advice D in the following cases:

The student does not meet 3 the criteria for an A, B, or C advice.

9. The study choice advice is non-binding for prospective students who apply no later than 1 May. Students who apply after 1 May will not be permitted to enrol, except in the case of a situation as referred to in Article 2(2) or of a student as referred to in Article 3(3) of the [Study Choice Advice Regulations](#).
10. The [Study Choice Advice Regulations](#) determine the categories of students for whom the study choice advice is not obligatory. The study choice advice is also not binding for those groups of students.

### Article 3 Requirements regarding foreign diplomas/international students

1. Holders of a foreign diploma may not sit tests for which credits are awarded in the propaedeutic year of a Dutch-taught study programme before having demonstrated to the Examination Board to have an adequate command of the Dutch language (Section 7.28 of the WHW.)  
**Command of the Dutch language must be at level Nt2, programme II.** The certificates for Dutch as a foreign language, Higher Education Language Proficiency Subject Cluster and Academic Language Proficiency Subject Cluster) (CNaVT- PTHO and PAT) can be viewed as equivalents.
2. The institute director may also decide that a student with a foreign diploma may be admitted after the student has demonstrated that he or she has an adequate command of the Dutch language (Section 7.28 of the WHW.)
3. Students with a foreign diploma seeking admittance by virtue of an entrance examination as referred to in Article 2, paragraph 6, must be at least 21 years of age. **The intake coordinator coordinates additional admission tests.**
4. Foreign students from outside the EU who are 18 years of age or older on the date of their first enrolment must have a valid residence permit (Section 7.32 of the WHW.)
5. Foreign students with a residence permit are required to earn at least 50% of the available credits each year. The IND will be informed if the student fails to meet this requirement, unless there are special circumstances due to which the student was unable to meet this requirement. Such a notification may be withheld once during the course of each study programme.
6. According to the Code of Conduct regarding International Students, international students<sup>1</sup> seeking admittance to an English-taught study programme must be able to prove that their command of the English language is at least equal to the following scores:

IELTS	6.0	
TOEFL Paper	550	TOEFL Internet 80
TOEIC	670	

(provided the student has passed 'Speaking and writing' and 'Listening and Reading' components.)  
Cambridge ESOL FCE-C – scale 169 – 172, FCE-B – scale 173-175

<sup>1</sup>According to the Code of Conduct regarding International Students, 'an international student' is a student with a foreign nationality.

Exemption from this requirement can be granted if the international student's preparatory education was followed in a country where English is the official language and language of instruction.

7. For students participating in an English-taught programme, no level of command of the Dutch language is required.

#### **Article 4 Professional activity requirements**

The study programme only exists as a full-time programme. The professional practice environment is not subject to any requirements.

### **Section 3 Intake interview, exemptions, short track and tailored study programmes**

#### **Article 5 Intake interview**

1. Students entering a study programme may be offered an intake interview if they have competencies previously acquired elsewhere. Students can include the evidence of the competencies previously acquired elsewhere in their portfolios or may use this evidence to substantiate a request for exemption before the Examination Board.
2. Students who re-enrol after an interruption in a study programme in which they were previously enrolled will be required to take an intake assessment to determine which part of the study programme still has to be completed. No intake assessment is needed if agreements regarding re-enrolment in the study programme were already made with the Executive Board at the time that the student interrupted his study. If a student enters a study programme during the propaedeutic year, agreements will be made on the period of time the student will be granted before he or she receives advice regarding the continuation of studies.
3. A study programme will be drawn up based on the assessment of the competencies previously acquired and will be submitted to the Examination Board for approval.

#### **Article 6 Exemptions**

1. The institute director can exempt a student from the propaedeutic year examination if the student holds a diploma, Dutch or foreign, which is at least equivalent. (Section 7.30 of the WHW.) (In the case of students who hold a foreign diploma, also see Article 3.)
2. Students who believe they are eligible for an exemption of exams must submit an application to that end to the Examination Board. The Examination Board may grant an exemption from one or more interim examinations on the grounds of a review of an assessment or on the basis of a diploma, certificate, accreditation of prior learning or similar document, such as proof of results achieved in a study programme taken at a research university or university of applied sciences and / or proof of administrative activities, with which the student can show that he or she has already met the requirements of the test in question. Exemptions are recorded in the study progress system. The period of validity of the exemption is stated in the exemption decision.
3. The Examination Board can grant an exemption from a minor based on the certificate of an accredited Bachelor's or Master's programme or on a document proving that the student completed a minor in an accredited Bachelor's or Master's programme, so long as this minor does not overlap substantially with the student's current Bachelor's programme. Exemptions based on study results from an accredited Bachelor's or Master's programme can only be granted if the student has documented proof of obtaining at least 30 credits in this study programme (for a Bachelor's programme, this requirement refers to the second and third year) and if these results do not overlap substantially with the student's current Bachelor's programme.

#### **Article 7 Short-track/tailored study programmes**

Students who believe they are able to proceed with and / or complete their study programmes at an accelerated pace may submit an application requesting such to the Examination Board. The study career counsellor's advice must be enclosed with the application. The organisation of the study programme must be able to accommodate the short-track option.

### **Section 4 Facilities related to study career counselling, functional disability, administrative activities, top-level athletes scheme, student entrepreneurship, professional**

#### **Article 8 Study career counselling**

1. Every student is coached by a study career counsellor. The programme uses the name of study coach for this function.
2. In consultation with the study career counsellor, the student decides how best to work on his or her development and how to shape the learning process.
3. The student consults with the study career counsellor on the progress of the learning process.

4. The study career counsellor conducts support and orientation interviews with the student in the propaedeutic year. Reports are drawn up of these interviews, copies of which are given to the student. The student must sign these reports to indicate his or her agreement or, if applicable, with the note 'reviewed and not approved'.
5. Students may submit a request to the institute director to be assigned a different study career counsellor if they can give arguments for this.
6. Students enrolled in their propaedeutic year whose mother tongue is not Dutch can apply to the Examination Board to be allowed extra time when they sit tests in the first year of the propaedeutic phase. Extra time to sit tests will only be granted to students who can prove that they use facilities to improve their command of the Dutch language. **In the propaedeutic phase and in the main phase of an English-language programme, students for whom English is the second language are given extra time during tests. The same conditions shall apply, with regard to extra time, as above.**

#### **Article 9 Special facilities for students with a functional disability**

1. Students with a functional disability are legally entitled to effective adjustments, unless such adjustments would burden the institute disproportionately (Section 7.13 of the WHW.)
2. These adjusted facilities must be aimed at the removal or restriction of any obstacles and encourage the independence and full participation of the student as much as possible. The adjusted facilities may relate to the study programme (including internships), the timetables, and type of study programme, the tests and educational tools.
3. A student who seeks to have adjusted facilities must submit a written and substantiated application in good time to the Examination Board. If necessary, the Examination Board will seek an expert's advice (such as a student counsellor) before taking a decision. If the Examination Board deems it necessary before taking a decision, it may confidentially inspect the medical certificate that may be available to the student counsellor, unless the student objects.  
The Examination Board must decide within four working weeks after receipt of the application, unless it requires further inquiry, in which case the student will be informed as to when more clarity can be given with respect to his or her application.
4. In the case of a protracted or chronic disability, such an application will only have to be made once for the entire study programme; in all other cases once per testing period or academic year. In its decision to grant the facilities, the Examination Board may also rule that these will apply for the entire duration of the student's study or that the student is to consult with his study career counsellor annually to discuss whether the facilities are still adequate.
5. At the beginning of the academic year the institute will inform students regarding the possibilities for special facilities. Students will be informed of their right to consult a student counsellor.

#### **Article 10 Students with board memberships**

1. Student can include any board memberships as part of their portfolios. In order to do so, they must describe, in consultation with their study career counsellors, how the board membership can contribute to the acquisition of one or more competencies of their Bachelor's programme. The Student centre must confirm on the report that the student concerned has been active as a member of the PC, IPC, CPC or FSR.
2. Board memberships can be listed on the diploma supplement. The student must request the listing at least **four** weeks prior to the **last academic activity** via the study programme administration. At the request of the student's study programme, the Centre for Administrative Activities (CAA) can confirm that the student has been an active board member of a CPC. In the case of board memberships of a PC or IPC, the study programme can request confirmation from the relevant IPC or PC.
3. Students who believe that their board memberships demonstrate that they have the knowledge, understanding and / or skills, etc. that are assessed in particular tests for which credits are awarded may apply for an exemption from such tests from the Examination Board.
4. A student may apply to be included under the Profiling Fund Scheme (FSS Scheme) on the basis of his administrative activities and submit a request to his institution for an attendance fee or for a board membership scholarship from the Profiling Fund Board (FSS Board).  
See also Article 14 of the [Participation Regulations on the participation councils and PC'S.](#)

#### **Article 11 Top-level athletes scheme**

Students who have been granted a Top-Class Sport or Talent status are entitled to facilities from the Top-Class Sport Scheme. Facilities regarding the adjustment of tests or test timetables, an adjusted arrangement regarding compulsory attendance, working in groups and an adjusted internship must be **requested from the Topsport contact person of Fontys ACI, as mentioned on N@tschool and the ACI portal/connect under 'contact person'.**

Advice regarding the continuation of studies may be deferred for students with Top-Class Sport status (see Article 32).

#### **Article 11a Student entrepreneurship**

Students who are eligible for the Student Entrepreneurship Scheme may apply to the Examination Board, among others, for facilities regarding the adjustment of tests or test timetables, an adjusted arrangement regarding compulsory attendance for education components, working in groups and an adjusted internship. These facilities should be requested from the student entrepreneurship contact person of Fontys ACI, as mentioned in N@tschool and the ACI portal/connect under 'contact person'.

Advice regarding the continuation of studies may be deferred for students with entrepreneur status (see Article 32).

#### **Article 11b Professional Provision**

Students who, in addition to their studies, have a professional career in line with the professional perspective of the study programme can make use of a Professional Provision, so that they can combine their study and career. This provision offers the possibility to adjust tests or test schedules, a modified regulation with regards to the attendance requirement for education components, working in groups and for an adapted internship. In order to qualify for the provision, the student contacts the Professional provision contact person as stated on ACI Connect under Professional Provision contact person. The contact person determines whether the student is eligible and, together with the student, makes a proposal for extra facilities. The student then submits the proposal to the Examination Board. The Examination board will determine whether the facilities will be granted.

For students with the status 'Professional Provision', study advice may be deferred (see Article 32).

### **Section 5 Study programme content**

#### **Article 12 Study programme profile – main subjects/differentiations – occupational requirements**

1. The study programme is based on a study programme profile. The exit qualifications of the study programme are described in the study programme profile. The study programme profile can be found in Annex 1.  
At the end of the study programme, the student will be expected to command the competencies expected of a newly qualified professional in the field. During the course of the study programme, the student will be taught the required competencies and the student's command of them will be assessed. The professional requirements the student must command are described in Annex 1.
2. The study programme has no differentiations and / or main subjects and has Marketing Management as its main subject.
3. The study programme is based on the following principle: general special education (ab).
4. The study programme does not impose any specific occupational requirements.

#### **Article 13 Study programme structure**

1. Each Bachelor's programme has a propaedeutic phase with a study load of 60 credits, which is concluded by the propaedeutic examination. The function of the propaedeutic year is to orientate the student, allowing him or her to make suitable choices.
2. A Bachelor's programme has a study load of 240 credits with a nominal study load of 60 credits per academic year and consists of a major and a minor. The major has a study load of 210 credits. The minor has a study load of 30 credits.

#### **Article 14 Overview of units of study and credits**

1. Every study programme consists of a coherent set of units of study, which are components of a study programme concluded with an interim examination. Units of study cannot exceed 30 credits.
2. Only whole credits are awarded for units of study. The distribution of credits is listed in the MM DBC Study Manual, as well as in Annex 2.
3. Study programmes and tests conducted in a foreign language are subject to the Code of Conduct for Study Programmes taught in a Foreign Language, which is stated in the overview of units of study.

#### **Article 15 Content of minors and other special programmes**

1. Students are not restricted in their choice of a minor, whether the minor is specific to a study programme or one offered across Fontys, or an external minor, provided there is no overlap with the major programme (see also paragraph 2).  
The following minors cannot be taken as they overlap with the major.
  - Entrepreneurship
  - Digital Marketing



- **Applied Media Technology**
2. Students who want to take a minor abroad or an external minor must seek the Examination Board's permission regarding their personal choices with respect to the minor prior to its start. Participation in a minor requires students to have passed the propaedeutic year examination, unless the Examination Board grants them permission to take the minor without fulfilling this requirement. The minor must be taken in the third year of study.
  3. Enrolment in a minor must be done before the start date as stated on the Fontys minor portal or in the Minor Regulations.
  4. High-achieving students can take a minor on top of the regular study programme of 240 credits. This is subject to the following conditions:  
On the basis of exemptions granted or customised work in accordance with Article 7, paragraph 1. The study can still be completed within four years. A successfully completed extra minor is mentioned in the diploma supplement.

- In addition, excellent students also have the following option:
  - Excellent students have the opportunity to participate in extra-curricular programmes of excellence. In order to be able to participate, a student must be nominated by the study coach to the supervising lecturer of the excellence programme. The student will be admitted after a selection interview with the supervising lecturer and the student assistant who will lead the excellence programme. The conditions on which the selection is made were explicitly communicated to the student before the start of the selection interview. A student who, in the opinion of the supervising lecturer, successfully participates in the excellence programme for one year will receive an extra reference along with the certificate.

5. A minor that has been successfully completed will be mentioned on the diploma supplement. This paragraph describes the alternative tracks for specific groups of students (including those whose study has incurred delay, long-term students, etc.).

- **Long-term students in general:** Students who have not completed their main phase after three years will be assigned a study progress coordinator. Students who have not obtained their degree after four years will be assigned a graduation coordinator. The progression and graduation coordinators draw up a study plan together with the student and call up the student at least once per semester for a personal evaluation interview about the progress in accordance with the study plan. The progression and graduation coordinators may urgently advise a student, stating their reasons, to terminate the study programme.
- **Long-term student final paper:** Students who have not obtained a pass mark for their final paper (research internship, semester 8) after two attempts, will be assigned a final paper supervision group and will work there on an individual, independent research, whether or not as a continuation of the research internship they have completed.

All individual trajectories that deviate from the regular study trajectory are discussed with the study career counsellor (and possibly a dean) and is submitted to the Examination Board. Alternative individual trajectories are determined by the Examination Board.

## Article 16 Education components

1. The Study Manual contains an overview of the education components offered by the programme.
2. The education components of the minors are described in the Minor Regulations. The regulations governing the minors offered across Fontys can be found at [www.fontys.nl/minors](http://www.fontys.nl/minors).
3. Any entry requirements a student must meet before participating in an education component are stated in the overview as referred to in paragraph 1.

Year	Entry requirements	Phase	Components
1		Propaedeutic	See Study Manual
2	54 ECTS obtained in propaedeutic phase; All components of PRJ (project) passed; Propaedeutic assessment passed.	Main phase	See Study Manual

3	Minimum of 30 credits obtained in Main phase; Propaedeutic phase passed.	Main phase	See Study Manual
4	Propaedeutic phase passed; 114 ECTS obtained in Main phase; Or admitted to a pre-Master's programme	Graduation phase	Semester 1: Advanced Courses. Semester 2: Graduation
Graduation	All components of the study excl. the final assessment passed.	Graduation phase	

4. Participation in education components in the post-propaedeutic year phase is allowed after passing the propaedeutic year examination. The Examination Board may grant permission to a student who has not passed the propaedeutic year examination to participate in education components in the post-propaedeutic phase (Section 7.30 of the WHW.)  
The Examination Board grants access to the post-propaedeutic phase if the student has received a positive study advice. The Examination Board can make exceptions on the grounds of personal circumstances and grant (conditional) access to the post-propaedeutic phase to students with a deferred study advice (Article 31 and 32 of this TER).
5. Registration for educational components is not required for the propaedeutic and main phases. Exceptions to this are indicated in the Study Manual or published via Connect. Students are required to register for educational components in the graduation phase. The method of application and the period of application can be found in the Study Manual and are announced via e-mail. Students are also required to register for internships. All information is present in the programme's Internship Manual on N@tschool and ACI Connect/Portal.
6. The timetable is announced via the timetable application no later than three weeks prior to the start of classes.
7. Students who have registered for an education component must ensure that they meet the entry requirements of that component. The overview in Article 16, paragraph 1, indicates the education components to which requirements apply for participation as well as the nature of these requirements. If the requirements concern compulsory attendance, students who are eligible for the top-level athletes scheme, the student entrepreneur scheme or the Professional Provision can apply to meet this requirement in a parallel group or for exemption from this obligation (see also Article 11 and 11a).

### Article 16a - Evaluation of teaching

The teaching provided during the study programme is evaluated in the following way.

Within the Fontys Academy for Creative Industries programmes, the continuous monitoring and further improvement and updating of education, in terms of content and form, is central. Fontys ACI has a quality system in which evaluation takes place in various ways on the current education. Parts of the education system are submitted to internal and external stakeholders and their feedback forms input for further development. Periodic student evaluations are part of this larger set of evaluations. Students are periodically asked to indicate how they perceive the study-ability of educational modules and the didactics used. These evaluations among students use a mix of quantitative and qualitative research and strive for a minimum load capacity of students. The results of the evaluations are discussed in the training teams and any necessary innovations and adjustments are identified. The study programmes within Fontys ACI provide their own feedback on the research results for students, each using their own chosen form (see the [Quality Manual](#)).

## Section 6 Tests, assessment and study progress

### Article 17 Types of tests

1. The study programme has the following test types:  
The programme only knows tests which gives the student (study) credits. The tests leads to the awarding of credits once the tests have been passed. If examination of a unit of study consists of several subtests, the credits are awarded as soon as the unit of study is attained. A competency exam is also seen as a test with credits.
2. A test comprises an examination conducted by the examiner of a student's knowledge, understanding, skills or competencies as well as an assessment of the examination results.

3. Tests are conducted in writing or orally or in a fashion that combines both writing and oral delivery (e.g. product and presentation/interview).
4. An oral examination, including an assessment, is conducted by at least two examiners, with one of them acting as the first examiner designated by the (chairman of the) Examination Board. A report must always be drawn up of an oral test to enable an assessment of the quality afterwards. A test may be conducted by a single examiner only following the approval of the Examination Board and provided the student does not object.  
An oral test is held in public. Interested parties who wish to attend an oral test must submit a request to that effect to the examiner(s) at least two weeks before the test is held. The examiner must inform the student who is taking the test. If the student objects, the request to attend the oral test will in any event be rejected. Any rejection by the examiner will be substantiated.  
When the Examination Board offers students the possibility to sit an additional oral test by way of replacement of a regular test, it will always be conducted and assessed by two examiners.

### Article 18 Overview of tests

The following tests are part of the study programme: See Annex 2.

ACI Connect/Portal also contains a conversion table in which students can find, per cohort, which current tests correspond to tests of previous cohorts

### Article 19 Tests and assessments

1. The Examination Board will designate one or more examiners for each test. An examiner can also be an external expert. Each competency examination will be assessed by at least one assessor who is not involved in that student's study career counselling.
2. The assessment of minors is described in the minor regulations. The examiner of the minor determines whether a student has passed the tests. The Examination Board of the coordinating institute that offers the minor must determine whether the student has passed the minor and ensure that the student receives a certificate. The result achieved for the minor is forwarded to the programme administration of the study programme in which the student concerned is enrolled.

### Article 20 Content of tests, duration of the test, test aids and test timetables

1. The content of the test, including the learning objectives, is described in the Study Manual on ACI Connect and is made available to students at least three weeks before the test.
2. The examiner determines the period of time allowed to students to take the test as well as any aids that students may use during the test, subject to the guidelines and instructions provided by the Examination Board. This information must be stated on the examination paper.
3. The test timetable will be published through ACI Connect/Portal no later than three weeks before the start of the test period in question.

### Article 21 Sitting competency examinations

1. N/A
2. Students who want to sit the final competency examination of the study programme must prove that they have passed the minor or have been granted an exemption.
3. The Examination Board determines, in consultation with the examiner if necessary, whether the student meets the conditions to be allowed to take the competency examination, notwithstanding the student's own responsibility to determine whether he or she meets the conditions.
4. Students that terminate their study programmes prematurely may request to take part in the competency examination (exit assessment).

### Article 22 Registration for tests

1. Registration for tests is not required.  
Students should take part in the test at the end of a course unit and in the retake of open course units. Failure to take part in the test will be recorded as a failed attempt.  
An exception applies to students who have already passed a test but wish to improve their score: they must register via an e-mail to [acistudent@fontys.nl](mailto:acistudent@fontys.nl) at least three weeks before the start of the test period.
2. Students who have failed to act in accordance with the registration procedure cannot sit the test.

### Article 23 Proof of identity during tests

Students must prove their identity at every test by showing a legally valid form of ID (no student ID card).



#### Article 24 Test marking system

1. The assignments, questions, assessment norms and criteria are determined by the examiners with due regard for the guidelines and instructions provided by the Examination Board. The examiner conducts the test and determines the result on the basis of the determined assessment standards and assessment criteria.
2. If one and the same test is conducted and assessed by more than one examiner, the Examination Board will ensure that these examiners adhere to the same standards and criteria.

#### Article 25 Test results

1. The test results must be announced in writing to the student within ten days of the date of the test apart from the exceptions laid down in the Teaching and Examination Regulations. The study programme administration is responsible for announcing the test results. The privacy of students will be respected when test results are announced.
2. Students are entitled to inspect all assessed tests and the accompanying assessment criteria and to be given feedback on the results.
3. Inspection is subject to the procedure described below:

Review into and response to examinations or assignments takes place in the first following unit at scheduled moments.

Review of internship reports takes place at the request of the student by means of a personal appointment with the assessor.

Students who wish to have access to the information in accordance with Article 25, paragraph 2, must make use of the planned review moments. A student who does not make use of the scheduled time of review has thus waived the possibility of review.

4. Feedback is given according to the following procedure:

During a review, a teacher discusses the examination or the assignment individually or in groups, explains what the correct answers or elaboration would be, deals with common mistakes and answers the individual questions of students.

5. During the entire academic year, students can consult their results via Progress. Students can request a stamped, along with a registered signature, digit list printout from [acistudent@fontys.nl](mailto:acistudent@fontys.nl), from which they can derive rights.

#### Article 26 Inability to sit tests

1. Students who have acted in accordance with the registration procedure described in Article 22 but who are unable to sit the test for reasons beyond their control, the legitimacy of which reasons is subject to assessment by the Examination Board, may apply to the Examination Board to sit the test within a period of time to be set by the Board.
2. The application referred to in the previous paragraph must be submitted in writing to the chairman of the Examination Board and include the necessary evidence. The Examination Board will then take a decision and inform the student concerned. If the request is granted, the Examination Board will set a date, time and place for the test. Any rejection of the request will be substantiated and the student will be informed of his or her right to appeal. In assessing the request, the Examination Board's primary criteria are the obstruction of the study progress and the student's personal circumstances.
3. If such a request relates to a test of a minor offered across Fontys, the student must direct the request to the coordinating institute responsible for the minor, as described in regulations governing the minor.

#### Article 27 Request for a review

1. Students who do not agree with an assessment can submit a request for a review of the assessment to the Examination Board within 4 working weeks after the date of the assessment (see Article 44 of the Students' Charter). The Examination Board must take a decision within 4 working weeks at a maximum.
2. Students may also appeal directly to the Examination Appeals Board within 6 calendar weeks after the date of the assessment via [www.fontys.nl/studentenloket](http://www.fontys.nl/studentenloket) (see Article 45 and Article 46 of the Students' Charter).

#### Article 28 Resits

1. Tests are conducted at least twice per academic year.

Students can resit components marked with a pass no more than once, in which case the highest mark will count.

The following applies to the propaedeutic phase:

- For all tests (examinations and assignments) in the propaedeutic phase, a maximum of two opportunities applies per student per academic year. Tests are taken after the study period according to the curriculum of the study programme. The resit will be offered in the following test period. Students take part in the regular test and, if necessary, in the resit. In the first year of the programme, non-participation in the regular test is registered as a missed opportunity.
- Tests of test period 4 (June) can be resit in test period 5 (July).

The following applies to the post-propaedeutic phase:

- A student with a positive study advice may continue to retake assignments from the propaedeutic phase in each examination period concerned; the student may retake an examination at any time that the examination is offered.
  - The student can only retake internship reports, theses, assessments, professional assignments, project assignments and assignments of Advanced Courses in the period in which the module takes place and the subsequent period in which the resit is offered.
  - For Advanced Courses that are offered only once per academic year, there is a maximum of two tests per year. A student who has not passed either tests may take a replacement Advanced Course.
  - Tests of test period 4 (June) will have an opportunity for a resit in test period 5 (August). If a student (in addition to the assessment) has passed all parts of the program except for one test and the test is not offered in the next test period, the student can apply once for an extra opportunity in the next test period via the Examination Board.
2. At least two opportunities to take tests that assess the material they have learned will be offered. Following these two test opportunities, the material to be studied for the test may be adapted to the material offered in the teaching block prior to the test. An up-to-date description of the material to be tested can be found via [ACI Connect/Portal](#).
  3. If the competency examination consists of a full test of the student's level, the student must take the resit for this competency examination.

#### Article 29 Period of validity of results

1. The period of validity of successfully completed component tests is ten years. Results achieved for interim examinations can only lapse if the understanding / knowledge / skills to which these interim examinations relate can be shown to be obsolete. Understanding, knowledge and skills that were assessed more than 10 years ago can evidently be shown to be obsolete. The period of validity of successfully completed interim examinations is: 10 years. The Examination Board may extend this term.
2. In the event of special circumstances as referred to in the Profiling Fund Scheme, the period of validity of interim examinations will as a minimum be extended by the duration of the support granted on the basis of that scheme.
3. If the study programme has been substantially altered, details on how this term will be restricted can be stated below, whether in the form of a written decision issued to a student or incorporation in the Teaching and Examination Regulations, if it applies to the entire cohort.

#### Article 30 Final paper - Knowledge bank

Students who write a final paper as part of the study programme must submit the paper digitally, as one document, to enable its filing in one or more digital knowledge bank(s). On submission of the final paper, students must also attach the signed 'Permission form for the filing and making available of a final paper in a digital knowledge bank'. With this form, students give their permission for the final paper to be entered in the knowledge bank and for it to be made available to potential users at the university of applied sciences and elsewhere.

On submission of the digital final paper, the student and / or client and / or internship organisation may indicate their objection to inclusion of the final paper in the databank.

#### Article 31 Study progress

The study programme is responsible for recording the test results in the programme administration. Additionally, students must also keep records of the results in their portfolios.

## Article 32 Advice regarding the continuation of studies

1. During the first year of enrolment in the propaedeutic (first-year) phase of a Bachelor study programme and, where possible, prior to the start of the second semester, the student is given advice on his or her study progress. If the study progress is unsatisfactory, the student will receive a written warning and be told that if the study progress continues to be unsatisfactory, he or she will receive a binding negative advice regarding the continuation of his studies. A reasonable period within which the student must have improved his or her grade point average and the opportunities a study programme offers in that regard are stated in the warning (Section 7.8b of the WHW.)  
A student who has not received a warning at that stage may yet receive one at a later point in the first year if he or she has fallen behind, and will be given a period within which to improve his or her grade point average.

The student will receive a warning in the following cases:

If one or more of the tests and/or assignments offered (a maximum of 4 ECs) have not been passed and there is not a possibility of a resit the academic year. For a Dutch-speaking student participating in the English-language programme, whose study progress is delayed by the English language skills, this warning is accompanied by a recommendation to continue the study in Dutch.

2. The study programme must give students advice regarding the continuation of studies in writing before the end of their first year of enrolment (12 months) in the propaedeutic phase. Advice may be related not only to the continuation of the study programme, but also to the main subject the student may take. Advice regarding the continuation of studies can be negative (binding negative study advice), meaning that the student's enrolment in that particular study programme will be terminated and that he or she will not be allowed to re-enrol in the same study programme.

3. Advice regarding the continuation of studies is based on the student's results in the propaedeutic year. The Examination Board advises the institute director on the given advice regarding the continuation of studies. This advice must take into account the student's personal circumstances. Students must report any personal circumstances to their study career counsellors or student counsellors the moment they occur.

If the student misses the deadline for reporting special circumstances, the Examination Board will examine whether it was excusable for the student to miss the deadline for reporting those circumstances. Engaging in top-level sports activities by students who have been granted a Top-Class Sport or Talent status as described in the top-level athletes scheme is regarded as a special circumstance, on the basis of which the delivery of advice regarding the continuation of studies is deferred. The practice of running a business of his or her own by student entrepreneurs who have been awarded student entrepreneur status, as defined in the Fontys student entrepreneur scheme, is also regarded as a special circumstance, on the basis of which the delivery of advice regarding the continuation of studies is deferred. However, a minimum number of credits which must be achieved to qualify for that deferral may be specified for student entrepreneurs (see also paragraph 4 of this article).

If credits can only be earned with a competency examination, students who have failed to sit the competency examination in the propaedeutic year will be given binding negative advice regarding the continuation of studies, unless there are special circumstances, the legitimacy of which circumstances is subject to assessment by the director. In that case, it may be decided to defer the delivery of advice regarding the continuation of studies based on the individual student's portfolio.

4. The student will be given positive study advice regarding the continuation of studies in the following cases:

If at least 54 credits from the propaedeutic phase have been obtained and all projects (PRJ) and the assessment of the propaedeutic phase have been passed.

The student will be given a binding negative study advice regarding the continuation of studies in the following cases:

If less than 54 study credits have been obtained or if a project or the propaedeutic assessment has not been passed.

The minimum number of credits that must be obtained to qualify for deferral for student entrepreneurs as described in section 3 of this article is 50 credits.

5. Where there are special circumstances as defined in paragraph 3 of this article which may have had an influence on the credits the student obtained, the delivery of advice regarding the continuation of studies may be deferred until the end of the second year of enrolment or until the end of a shorter period. At the end of the second year or the shorter period, there will be a further review of whether the student has met the criteria as defined in paragraph 4.

6. Students who seek the termination of their enrolment during the first year will be given a warning from the director stating his expectation that they may not be suitable for the study programme. The director must seek the advice from the Examination Board before doing so. The number of months of enrolment students have left before being given advice regarding the continuation of studies must also be determined in the event the student should decide to enrol in the same study programme at a later date (see also Article 35).

### **Article 33 Additional provisions concerning binding negative study advice**

1. An institute wishing to issue binding negative advice regarding the continuation of studies must make provisions that allow for, among other things, a student's personal circumstances and which are aimed at guaranteeing a student's good progress.
2. Binding negative advice regarding the continuation of studies is valid for a period of two years.
3. At the student's request, the institute director can adjust this period, e.g. give permission for re-enrolment to a student in spite of the binding negative advice as referred to in Section 7.8b(3) of the WHW.
4. A binding negative advice regarding the continuation of studies refers to the full-time, part-time and dual forms of the study programme, unless otherwise stated.
5. Each binding negative advice regarding the continuation of studies must expressly state that the binding negative advice only refers to the study programme mentioned. Each binding negative advice regarding the continuation of studies comes with a referral to either another study programme or to a student counsellor or Student Career Centre.

## **Section 7 Graduation**

### **Article 34 Examinations - certificates - diploma supplement**

1. Students have passed the examination of the propaedeutic year or the study programme if they have passed all units of study which form part of the propaedeutic year or the study programme, as referred to in Article 14 (Section 7.10 of the Act.)
2. Certificates are given at the following occasions:
  - on passing the propaedeutic year examination;
  - on passing the study programme's final examination.
3. The certificate will only be given after it has been established that the student is enrolled and has paid his or her tuition fees for all the enrolment years (Section 7.11 of the WHW.)
4. After successful completion of the examination, the Examination Board awards the certificate. The certificate is dated on the date of the student's final academic activity. The certificate of a study programme comes with a diploma supplement.  
The Examination Board will determine that the student has passed within a maximum of eight calendar weeks after the last academic activity.  
If the student wishes for the certificate to be dated later, the student must postpone the completion of his or her final academic activity.  
The certificate is signed on behalf of the Examination Board by the (deputy) chairman, the (deputy) secretary, the candidate and, if applicable, an external expert (Section 7.11 of the WHW). On behalf of the institute, the Examination Board also confers on the student the degree of the study programme.
5. For the study programme's examination the Bachelor of Science degree is awarded.
6. The award ceremony takes place at a time decided by the institute.
7. The certificates of students whose performance has been extraordinary will state the distinctions referred to below. The Examination Board is entitled, in individual cases, to determine that a student who has committed an act of fraud cannot receive a distinction on his certificate. The distinction 'cum laude' is the highest degree possible.

Students will be awarded the distinction 'cum laude' if they meet the following criteria:

Students who score a weighted average of 8.0 or higher for the post-propaedeutic components of the major, receive the distinction 'cum laude'. Exemptions and components who are assessed as passed/not passed are not counted. Students will be awarded the distinction 'with merit' if they meet the following criteria:

The regulation for the distinction 'with merit' is identical, yet requires a weighted average of 7.0.

For students up to cohort 2017 (who started the programme before 1 October 2017), the arrangement above is replaced by the following:

Students will be awarded the distinction 'cum laude' if they meet the following criteria:  
All tests registered in Progress in the graduation phase have been passed with a grade of 7.0 or higher and the weighted average is 8.0 or higher.

Students will be awarded the distinction 'with merit' if they meet the following criteria:  
all tests registered in Progress in the graduation phase have been rounded off with a grade of 7.0 or higher.

8. The Executive Board reports to DUO the students who have passed the final examination of the study programme.

#### **Article 35 Statement on departure**

1. Every student who seeks to terminate his or her enrolment without having passed the study programme's final examination will be invited for an interview.
2. At the student's request, the student may be issued a statement listing any results achieved. Results of successful tests without credits can be converted into an equivalent of credits based on the study load (Section 7.11 of the WHW.)
3. The statement must specify that the interim examination test results will in principle be valid for ten years. The statement can include a reservation in the event of a substantial overhaul of the study programme. See Article 29.

#### **Article 36 Transfer**

In case specific agreements have been made for the Bachelor's programme with one or more universities for a smooth transfer to a university Master programme, these agreements are stated below:

Students who have completed their first two years of study in nominal form are eligible for a pre-Master's programme at Tilburg University, Tilburg School of Humanities and Digital Sciences, for the tracks Corporate Communication and Digital Media, Cognitive Science and Artificial Intelligence, Data Science and Society, New Media Design.

Students who have completed their first two years of study in nominal form, with a weighted average of at least 7.0, are eligible for a pre-Master's programme at Tilburg University TiSEM and granted access to various Masters (information management, international management, marketing management, marketing analytics, strategic management en supply chain management). This list may be subject to change.

Both programmes take the form of an integrated bridging programme, which means that students who are admitted to the programme during the fourth year of their programme are given the opportunity to follow the bridging programme as a minor which, on successful completion of the HBO programme, provides the necessary qualifications for direct admission to the CIW master programme in several tracks. In that case, the student does not follow a minor in the main phase, but the Advanced Courses that are normally followed in the graduation phase. Students who are admitted to the pre-Master's programme are subject to the entry requirements as described in Article 16.3.4.

### **Section 8 Irregularities and fraud**

#### **Article 37 Irregularities and fraud**

1. If irregularities are discovered in connection with a test, as a result of which the Examination Board cannot guarantee the test's quality and any of its results, the Examination Board may forgo having the test checked, or declare a test result void. In such cases, the Examination Board must ensure that an opportunity to resit the test in the near future is offered to the affected students.
2. If a student is guilty of an irregularity committed with respect to (a component of) an examination or fraud, the Examination Board may exclude the student from sitting one or more tests of the study programme for a period to be determined by the Examination Board but which will not exceed one year. If the test has already been assessed, the result will be declared void.  
**The test will be registered with the result FR.**
3. In the case of serious fraud, the Examination Board can propose to the Executive Board that the enrolment of the student involved be prematurely terminated (Section 7.12b of the WHW.)
4. If the irregularity or fraud is only discovered after the examination, the Examination Board may withhold or claim back the certificate of the study programme or decide that the certificate will not be issued unless the student sits a new test or examination in the components to be determined by the Examination Board and in a fashion to be determined by the Examination Board.
5. Before taking a decision, the Examination Board will hear the student and any other interested parties. A report will be drawn up of this hearing, of which a copy is forwarded to the student. The Examination Board must notify the student of its decision without delay, which notification can be



given orally if required but must in any event also be issued in writing. Furthermore, the student is informed of his right of appeal.

6. The Examination Board makes up a report of its decision and the facts it is based on.

## Section 9 Examination Board, appeal

### Article 38 Examination Board

1. The institute director establishes an Examination Board for each study programme or group of study programmes.
2. The Examination Board's duties and responsibilities are laid down in the WHW (Sections 7.12, 7.12b and 7.12c of the WHW). These include the following duties and responsibilities:
  - responsibility for guaranteeing the quality of testing;
  - responsibility for guaranteeing the quality of the organisation of and the procedures surrounding tests and examinations;
  - to determine objectively and professionally whether a student has passed an examination;
  - to award certificates and the diploma supplement;
  - to determine alternative tracks;
  - to assess applications for exemptions and reviews and to award applications for special facilities;
  - to determine whether an examination has been conducted in a way other than that prescribed in the TER;
  - approval of the details of a foreign minor or external minor;
  - to give advice to the institute director on advice regarding the continuation of studies to be issued;

The composition of the Examination Board can be found in the Annex 'Composition of the Examination Board'
3. A request to the Examination Board can be submitted via ACI Connect/Portal:  
<https://connect.fontys.nl/instituten/aci/inst/Excie/Paginas/default.aspx> (see also Article 27).

### Article 39 Appeals

Students who do not agree with a decision of the Examination Board can lodge an appeal against this decision within six calendar weeks after the date of the decision with the Examination Appeals Board (see Articles 45 and 46 of the [Students' Charter](#)) (Section 7.61 of the WHW).

Notices of appeal should preferably be submitted in digital format via the portal of the Examination Appeals Board. See the website for more information. Students can contact the Student Counselling Office (iStudent@fontys.nl) for help on lodging an appeal.

## Section 10 Retention and hardship clause

### Article 40 Retention of documentation

1. The Examination Board is responsible for retaining the minutes of its meetings and its decisions for a period of seven years.
2. The Examination Board is responsible for retaining its issued statements, among others, the statement on departure of a student who terminates his or her enrolment without having passed the study programme's final examination, for a period of ten years.
3. The Examination Board will ensure that the following information on each student will remain in the institute's archives for 50 years:
  - information on whether each student has obtained a propaedeutic year certificate and / or a certificate of higher professional education including the list of marks.
4. The institute director is responsible for retaining test papers/assignments, assessment criteria, marking standardisation, pass marks, test matrices and test analyses for a period of seven years.
5. The institute director is responsible for retaining the lists drawn up and signed by the examiners containing the results achieved for a period of ten years.
6. The institute director is responsible for ensuring that all final papers and other kinds of tests in which students demonstrate their command of all aspects of the final attainment level, including assessments, will be kept for a period of seven years.
7. For the purpose of the external assessment of the programme in connection with accreditation, the institute director will ensure retention of a representative set of tests, including assessments, for a period of two years after the assessment.
8. The institute director is responsible for ensuring that the work completed by the student (written and non-written, including digital work) including assessments, with the exception of the work forming part of the representative set of final papers, is either destroyed or returned to the student after the expiry of a term of at least six months following the publication of the result. This term may be extended if necessary in connection with an appeal procedure.

## Article 41 Hardship clause

1. The Examination Board can make provisions for serious injustices that occur as a result of the application of these rules; it can also make decisions in cases not provided for by these rules. In order to decide whether the hardship clause must be applied, the Examination Board must weigh the interests of the student concerned and those of the study programme. Cases requiring immediate action may be heard by the chairperson of the Examination Board or his or her deputy after which the other members must be notified as soon as possible.
2. Students must apply in writing, stating reasons, to the Examination Board for the application of the hardship clause in accordance with Article 44 of the Students' Charter. The Examination Board decides on the student's application and communicates this decision in writing, stating reasons, to the student concerned, who is also informed of his or her right of appeal.

## Section 11 Final provisions and implementation

### Article 42 Entry into force, amendments, publication and official title

1. The TER applies to all students enrolled in the study programme in question during the 2019-2020 academic year, **unless stated otherwise below.**
2. The general section of these regulations and any amendments thereto will be established by the Executive Board, after having obtained the consent of the students' section of the Central Participation Council. PC's will be given an opportunity to issue advice to the CPC. That general section of the TER constitutes the basis on which the study programme-specific TER for each study programme will be drawn up before being submitted to the Examination Board for their advice and the (joint) study PC and IPC for their advice/consent. The (joint) study PC advises the institute director and sends its advice to the IPC for informational purposes. The IPC advises the institute director and sends its advice to the (joint) study PC. The establishment of and amendments to the study programme-specific TER are effected following a proposal from the institute and require the consent of the students' section of the competent IPC and the (joint) study PC (see Sections 10.3c, 10.20 and 7.13 of the WHW).
3. The text of the TER can be amended if warranted by changes to the organisation or organisational components with due observance of the provisions of paragraph 4. In the event of an interim change, the procedure as described in paragraph 2 applies.
4. If the interests of an individual student are prejudiced as a result of interim amendments of the regulations, the student may submit a written application to the Examination Board to protest against the amendment of the rules. The Examination Board examines the student's application and bases its decision on a weighing-up of the interest of the individual student on the one hand and the interest of the quality of the study programme on the other.
5. The institute director adopts the study programme-specific TER before 1 June of the academic year preceding the academic year that starts on 1 September. He ensures the publication of the study programme-specific component of these regulations and any amendments thereto by making them available for inspection with the secretariat of the study programme and placing them on the website.
6. The text of the TER may be adapted if required following changes in the organisation or parts of it, without prejudice to the provisions of paragraph 3.
7. **The official title of the TER of the Bachelor's programme is TER MM DBC.**

### Article 43 Transitional provisions

When a study programme is subject to a substantial overhaul, the following transitional provisions will apply. **After the last regular activities of the 'old' programme and the related test or examination have been completed, this test or examination will be held two more times by way of resits. After that, it will be decided which test or examination that is part of the 'new' programme the student must sit to replace the 'old' one. or transitional provisions of the individual study programme.**

### Article 44 Unforeseen cases

The Examination Board decides in all cases not provided for by the study programme-specific part of the TER, unless the issue is covered by the institute director's competency.

## **B - Set-up of the study programme and support facilities**

### **1. Set-up, organisation and execution of the study programmes**

Information on the set-up, organisation and execution of the study programmes can be found in:

- the study programme's digital Study Manual
- the Teaching and Examination Regulations (see under A).

### **2. Facilities for students**

Information on facilities for students can be found at:

- the institution-specific section of the Fontys Students' Charter ([www.fontys.nl/regelingen](http://www.fontys.nl/regelingen))
- the website of Fontys
- the website of Fontys Study Abroad
- the study programme's digital Study Manual

### **3. Study support**

Information on study support can be found in:

- the Teaching and Examination Regulations (see under A)
- *the study programme's digital Study Manual*

## **C - Internal complaints procedure**

*Students whose interests are directly affected by acts carried out by a staff member or a student against them, or who have a grievance regarding organisational matters, may lodge a complaint with the Executive Board, as described in Article 47 of the Students' Charter.*

The internal complains procedure is described on the Fontys ACI portal

<https://connect.fontys.nl/instituten/aci/complaintscommission/Paginas/default.aspx>



## Annex 1: Curriculum framework

### Year 1

Year 1				
Exam code	ECTS	Conditions ECTS	Subject	Test
Period 1				
Personality				
<b>25DE1PERS1</b>	2	All subjects satisfactory	Personality 1	
25DE1CREAA		50%	Creativity	Assignment
25DE1ENG1A		50%	English 1	Assignment
25DE1STU1A		G/N	Study Coaching 1	Assignment
Digital				
<b>25DE1DIGI1</b>	2	All subjects satisfactory	Digital 1	
25DE1MED1A		50%	New media & Digital Age 1	Assignment
25DE1VIC1A		50%	Visual Communication 1	Assignment
Project				
25DE1PRO1A	4		Project 1	Assignment
MM				
25DE1MAR1T	2		Marketing 1	Written test
<b>25DE1RESE1</b>	2	Average	Research 1	Test
25DE1RE1AT		20%	Research 1a	
25DE1RE1BT		40%	Research 1b	
25DE1RE1CT		40%	Research 1c	
<b>25DE1GECO1</b>	2		General Economics 1	Test
Period 2				
Personality				
<b>25DE1PERS2</b>	2	All subjects satisfactory	Personality 2	
25DE1SAL1A		50%	Sales 1	Assignment
25DE1FUT1A		50%	Futurology 1	Assignment
25DE1STU2A		G/N	Study Coaching 2	Assignment
Digital				
<b>25DE1DIGI2</b>	2	All subjects satisfactory	Digital 2	
25DE1VIC2A		50%	Visual Communication 2	Assignment
25DE1WEB1A		50%	Web Development 1	Assignment
Project				
25DE1PRO2A	4		Project 2	Assignment
MM				
25DE1MAR2T	2		Marketing 2	Test
<b>25DE1GECO2</b>	2		General Economics 2	Assignment
25DE1BEC1T	2		Business Economics 1	Test
Period 3				

Personality				
<b>25DE1PERS3</b>	2	All subjects satisfactory	Personality 3	
25DE1ENG2A		50%	English 2	Assignment
25DE1COMM A		50%	Communication and Management	Assignment
25DE1STU3A		G/N	Study Coaching 3	Assignment
Digital				
<b>25DE1DIGI3</b>	2	All subjects satisfactory	Digital 3	
25DE1DAT1A		50%	(Data) Analytics 1	Assignment
25DE1VIC3A		50%	Visual Communication 3	Assignment
Project				
25DE1PRO3A	4		Project 3	
MM				
25DE1ONM1T	2		Online Marketing 1	Test
<b>25DE1RESE2</b>	2	Average	Research 2	Test
25DE1RE2AT		20%	Research 2a	
25DE1RE2BT		40%	Research 2b	
25DE1RE2CT		40%	Research 2c	
<b>25DE1START</b>	<b>2</b>		<b>Start Ups</b>	<b>Test</b>
25DE1STAAT		30%	Start-ups 1a	
25DE1STABT		70%	Start-ups 1b	
Period 4				
Personality				
<b>25DE1PERS4</b>	2	All subjects satisfactory	Personality 4	
25DE1CONMA		50%	Content Marketing	Test
25DE1LEADA		50%	Leadership	Assignment
25DE1STU4A		G/N	Study Coaching 4	Assignment
Digital				
<b>25DE1DIGI4</b>	2	All subjects satisfactory	Digital 4	
25DE1WEB2A		50%	Web Development 2	Assignment
25DE1VIC4A		50%	Visual Communication 4	Assignment
Project				
25DE1PRO4A	4		Project 4	
MM				
25DE1BEC2T	2		Business Economics 2	Test
25DE1ONM2T	2		Online Marketing 2	Test
25DE1DAT2A	2		Data Analytics 2	Written examination
Propaedeutic assessment				
25DE1PASSA	4	All subjects satisfactory	Propaedeutic assessment	Assessment

## Year 2

Year 2				
Exam code	ECTs		Subject	Test
Period 1				
<b>25DE1DIGI5</b>	1		Digital 5	
25DE2MED2A			New Media & Digital Age 2	Assignment
Project				
<b>25DE2PRO5A</b>	8		Project 5	Assignment
25DE2PR5GA		75%	Group assignment	
25DE2PR5IA		25%	Individual assignment	
MM				
25DE2NEURT	2		Neuromarketing	Test
25DE2INTBT	2		International Business Culture	Test
25DE2LAW1T	2		Law 1	Test
Period 2				
Digital				
25DE2DIM1A	1		Digital Management 1	Assignment
Project				
<b>25DE2PRO6A</b>	8		Project 6	Assignment
25DE2PR6GA		75%	Group assignment	
25DE2PR6IA		25%	Individual assignment	
MM				
25DE2ENGA	1		English 3	Assignment
25DE2FINMA	3		Financial Modelling	Assignment
25DE2STM1T	2		Strategic Marketing 1	Test
Period 3				
Personality				
Digital				
25DE2DIM2A	1		Digital Management 2	Assignment
Project				
<b>25DE2PRO7A</b>	8		Project 7	Assignment
25DE2PR7GA		75%	Group assignment	
25DE2PR7IA		25%	Individual assignment	
MM				
25DE2PSYCT	2		Psychology & Consumer Behaviour	Test
25DE2BDMRT	2		Big Data Marketing	Test
25DE2STM2T	2		Strategic Marketing 2	Test
Period 4				
Personality				
25DE2DAT3A	1		Data Analytics 3	Assignment
Project				
<b>25DE2PRO8A</b>	8		Project 8	Assignment
25DE2PR8GA		75%	Group assignment	
25DE2PR8IA		25%	Individual assignment	

MM				
25DE2INECT	2		International Economics	Test
25DE2LAW2T	2		Law 2	Test
25DE2BRNDT	2		Branding	Test

### Year 3

Year 3				
Exam code	60		Subject	Test
1 semester				
2259DMSTAG	30		Internship	Assignment
1 semester				
Depends on choice	30		Minor	External

### Year 4

Year 4				
Exam code		ECTs		Subject
Semester 1				
		24	8 passed, then average	
		Mandatory Advanced Courses		
25DACAPPLT		25%		Applied Research
25DACSTTOA		25%		Business Strategy
25ACOECOMA		25%		E-Commerce
25DACFIMOA		25%		Financial Modelling
25AC3OPTIO		Optional Courses		
25ACOWEBPA		25%		Web Programming (2 groups, advisory and regular)
25ACODIFFA		25%		Diffusion of Innovations
25ACOPSYCA		25%		Online Psychology & Neuromarketing
		25%		Bootstrapping Innovation
25ACOCHINA		25%		A Brave New China
		25%		Digital Corporate Social Responsibility
25ACOKICKA		25%		Kickstart your career
25ACOGPEA		25%		Political Economy
		25%		Other AC's (ACI)
Semester 2				
25D3THESIS		30		Thesis
25D3ASSESS		6		Final assessment