International Business (IB) Studies

Semester Handbook: Semester 1

Spring Semester, 2020

Fontys International Business School

Dear IB Student,

We are delighted to welcome you to Fontys International Business School and to the first semester of your IB studies.

This handbook is designed to give you a quick overview of the modules in semester 1. The lecturers and coaches will provide you with full and detailed information in each of the modules during the contact hours. Sources for further information are also indicated in this document.

We look forward to working with you in the course of semester 1.

With best regards,

Wouter Josso   Anja Schäfer   Silke Röttger

IB Programm Manager   Assistant Programm Manager   Coordinator Semester 1

1. Overview of year one "Propaedeutic Phase"

The first year of study is referred to as the propaedeutic phase and is made up of semesters 1&2, each lasting 20 weeks. For the first year of study, each semester is based on one major project, several focus lecture topics per semester and a range of skill and attitude building modules which run through both semesters. Each of these modules of the first semester is described separately in the next section. By the end of the first year you will have gained a solid basis of business knowledge and learned how to apply this in different types of projects.

1. Semester Overview:

Project/Module	ECs
PM 1 – Investigate your market	10
PM 2 – Marketing Analysis	5
PM 3 – Business Research	5
PM 4 – Organisation and People	2
PM 5 – Effective Communication Skills 1	3
PM 6 – Additional Language 1	3
PM 7 – Personal and Professional Development	2

Binding Study Advice

Students are required to obtain a minimum of 50EC from the availble 60EC in the propaedeutic phase in order to continue studies. This is the basis of the binding study advice which the student receives at the end of semester two.

Further information is available in the official 2019-2020 Teaching and Examination Regulations under this link TER

Yearly Academic Calendar

For an overview of the academic calendar i.e. teaching weeks, exam weeks, public holidays, vacation and any other important calendar items check the annual calendar on FONTYS Connect.

Testing Overview IB Semester 1 Modules

Course &ECs	Testing Form (s)	Percentage%	Requirements
PM1 (10ECs) 6 ECs group 4 ECs individual	Group assessments: • Portfolio • Presentation • Visualisation Individual assessment: • Oral assessment	30% 20% 10% 40%	Max. 25 pages Max. 20 min Max 5 min, 1GB 20/30 min in pairs
PM2 (5 ECs)	Written exam	100%	Criteria on Fontys connect
PM3 (5 ECs)	Written exam	100%	Criteria on Fontys Connect
PM4 (2ECs)	Written exam	100 %	Criteria on Fontys Connect
PM5 (3ECs)	Portfolio/ Oral assessment	100%	Criteria on Fontys Connect
PM6 (3ECs)	Oral assessment	100 %	Criteria on Fontys Connect
PM7 (2ECs)	Portfolio	N/A	Criteria on Fontys Connect

2.   Guide to Semester 1 Modules

PM1: Investigate Your Market

PM1: Investigate Your Market	Project Coaches:
PROGRESS Code: PM1IE20F	**Cristina de Borst**
	Nicole Hesen-Niedack
Module Type: Project Credit	**Silke Röttger**
Points: 10 EC	**Arjan de Bont**
Split in: 6ECs group	
4ECs individual	
Course Coordinator: Silke M. Röttger	

This is the knowledge/skill you will acquire:

As part of a project group you will learn how to identify, describe and analyse a specific market and industry as well as building an understanding of how the dynamics of the market and industry impact companies who are active in that particular market and industry. Next you will learn on strategic decision making processes throughout the analysis of the micro and macro environment of an organization. In the project you will conduct first secondary and second primary research.

Focus topics of the project:
How to learn in a project-based learning environment, project-management, economics, micro and macro environment analysis, business research, critical thinking, managerial decision making, conflict management, intercultural awareness, moral decision making, team work and personal reflection.

This is what you will deliver:

At regular intervals during the semester you and your team are required to deliver mandatory updates and presentations on your project development to your project coaches. This allows you to check progress with your coaches and receive feedback. At the end of the semester you will be evaluated on the basis of four deliverables which are the basis for assessment:

Project Management Portfolio (30%) containing at least the project plan, weekly updates on project development, milestones and key decisions, received feedback, personal and team learning goals and outcomes and evaluation of the team's process, personal reflection reports per student on any feedback received throughout the project. This is a group grade.

Presentation (20%) entails your investigations and analysis as well as your justified research approach. This presentation with a following question round also focuses on your data analysis, your managerial decisions and the respective sources you used. This is a group grade.

Visualisation on Ethics (10%) in which your project team presents your defined moral dilemma under the consideration of input you received in PM2, 4 and 5. This is a group grade.

Oral Defence (40%) Your individual development regarding knowledge, skills and way of critical thinking are examined in an oral assessment. A minimum of two coaches will question each student on topics related to the team's project workings, the executed research, the knowledge obtained and the skills developed. This is an individual grade.

This is how to do it:

The project "Investigate your market" challenges you to learn by doing. It encourages collective and individual learning. The subject matter for the project is supported by the modules PM2, PM3, PM4 and PM5. During your project you are expected to make mistakes so you can learn from them. This helps you to develop and strengthen a positive attitude toward learning, which will be questioned during the oral assessment and during individual talks and personal reflections within PM7 Personal Professional Development.

The different project deliverables are the result of working together as a team for a period of time. The project entails 10 ECs which means that you are expected to put in 280 study-hours reading, preparing, meeting, researching, discussing, presenting, assessing, visualizing and finally conceptualizing your research in the project based learning environment. Part of this time is spend during so called project blocks, which are scheduled periods of time for group project work under coach supervision.
You have 3 project blocks scheduled each week in which you work in your team. The project program tasks and research questions per week are guiding you through the whole project. The project program tasks and research questions should be carried out as per schedule, i.e. mainly by the end of the last project block in each week. It is the teams responsiblity to

organise and structure these tasks on a weekly basis. You are highly recommended to attend all project blocks working together as a team, preparing for each project block, and participating actively in the project.

For more information please check the PM1 travel guide on FONTYS Connect!

PM2: Marketing Analysis

PM2: Marketing Analysis
PROGRESS Code: PM2IE20F

Lecturers:
Matthias Eschweiler
Devrim Eskiyerli

Module Type: Lecture   Credit
Points: 5EC

Course Coordinator: Devrim Eskiyerli

This is the knowledge/skill you will acquire:

This series of lectures introduces main economic concepts towards managerial decision making and marketing management. The strategic decision making process is supported by an analysis of the organization's internal self-analysis and its external environment. This course will require development of critical thinking skills, creativity, and new ways of thinking of the challenges faced by a business. This course also provides a foundation for the students for the first semester study program and at the same time gives an insight in this field of business. By learning both theory and practice the student obtains a good understanding of the field of managerial decision making and marketing strategy.

This is what you will deliver:

Students are assessed in a written exam (90 minutes) during the official exam week phase. (Please check annual calendar). The students will prepare and present a case study each week assigned by the instructor. Participation in class discussions and attendance to the class is strongly encouraged.

This is how to do it:

The content of the module will be offered in weekly lectures plus a weekly tutorial as per the official schedule. These lectures will be supported by self-study by the student. Topics include the understanding of the basics of micro and macroeconomics and strategy development in the marketing environment. There will be an opening case study discussion at the beginning of every lecture for which the student needs to come having read the case study and ready to discuss. At the end of the lecture, a case will be assigned to each group to be presented in the tutorial hour. More information will be provided in the lecture on the presentation of the cases.

PM3: Business Research I

PM03: Business Research I

PROGRESS Code: PM3IE20F

Lecturers:

Rene van Dal

Jean Steevensz

Devrim Eskiyerli

Module Type: Lecture and Tutorial

Credit Points: 5EC

 Course Coordinator: Jean Steevensz

This is the knowledge/skill you will acquire:

This lecture series introduces students to business research. At the end of the module students will have some basic understanding of what business research is and how research is applied in business at an introduction level. Focus is on how research can potentially help solve business challenges. We consider business research to be a key skill which is needed in every facet of business life in 21st century. These skills enable students to make sense of the vast amount of data which is available and arrive at sensible recommendations for business challenges. Training critical thinking in using information helps prepare more objective and higher quality business decisions. The module explains how to go from a general business challenge to defining a research question. The module explains basic methodologies, namely the distinction between primary and secondary research, and different types of primary research. It also will contain some first insights in the processing of data, descriptive statistics and drawing conclusions and making recommendations. This lecture will support the student in conducting research in module PM1, Investigate your market, which runs parallel. Your PM3 knowledge as well as the tutorials with the PM3 teachers will enable you to carry out the required research.

This module is part of the research learning line.

This is what you will deliver:

Students will be assessed through an individual, written exam (90 minutes) at the end of the semester, during the official exam weeks. Please check the annual calendar. With a 5.4 or lower you will fail. You can retake in the re-examination period.

This is how to do it:

The module is delivered as a weekly lecture and weekly tutorial as per the official schedule. Self-study by means of literature and case studies, roles plays, flipping the class room are part of the learning material. Whenever possible the project "Investigate your market" will be used as a practical example of application. Workshops will also be offered on selected topics such as developing a questionnaire, interviewing skills, introduction to Excel and pivot tables. The PM3 teachers will be involved in the grading on students' PM1 deliverables, as far as these are research related.

PM4: People and Organisation I

PM4: People and Organisation I
PROGRESS Code: PM4IE20F

Module Type: Tutorial/Training running through
first semester and second semester

Credit Points: 5 ECs over both semesters
First semester 2 ECs
Second semester 3 ECs

Course Coordinator: Chantal Teeuwen

Lecturers:

Chantal Teeuwen

Ilze Raath

Victor Ogunsola

This is the knowledge/skill you will acquire in semester 1:

As future business leaders and line managers, students will be involved in strategy determination and people management. Therefore, students need to acquire basic knowledge of strategy, organisation and Human Resources Management (HR). As a supporting module to the 1st and 2nd semester project, PM4 will provide students with the required theoretical and practical knowledge on these themes.

During the 1st semester the module focusses on strategy and organization. The focus of the 2nd semester will be on Human Resources Management.

The semester 1 module is focused on achieving two Module Learning Outcomes (MLO). As supporting module, this course will provide the necessary knowledge/skills the students need for this semesters project PM8. At the end of the module:

Students can describe the strategic cycle and the basic steps in a change process.

Students can describe the strategy of a company in terms of existing models.

This is what you will deliver:

This is a supporting module, the knowledge you gain will support in reaching the learning goals of the 1st and 2nd semester project. The module PM4, will be tested by means of a written exam. In order to pass the course, the grade must be at least a 5.5.

This is how to do it:

The module consist of contact hours as per the official schedule per week in form of a lecture/tutorial. In addition to the contact hours, students are required to read the necessary theories and do assignments. Therefore it is highly recommended to attend class, prepare for class, and participate actively in class.

PM5: Effective Communication I

PM5: Effective Communication I

PROGRESS Code: PM5IE20F

Lecturer:

Caroline Jacobs
Jeannette Spencer

Module Type: Tutorials

Credit Points: 3

Course Coordinator: Caroline Jacobs

This is the knowledge/skill you will acquire in semester 1:

Effective Communication I focusses fully on the communication skills which you need to communicate effectively during the project PM1 Investigate your market.

In your PM1 Project, you will be working in an intercultural and international team, this requires cultural awareness skills. The focus in PM5 will be on recognising and applying cultural awareness in your communication style. During this "hands-on" course, you will also receive input, practice and feedback on meeting skills, presentation skills and you will learn to develop visualisation tools.

The communication tools which you will be working on in PM5, are not only crucial during the process of the project, but will also support and prepare you for your final PM1 and PM5 assessment and any future oral assessment you need to deliver.

This is what you will deliver:

PM5 portfolio:

1. Pitch to client
2. Visualisation Tool: Power Point Presentation or Prezi to support your pitch
3. Infographic on cultural differences in business communication

Testing moments:

Examination Weeks: Oral Assessment

Retake Examination Weeks: Oral Assessment

This is how to do it:

The module is delivered as a weekly tutorial/training as per the official schedule. Students are highly recommended to attend class, prepare for class, and participate actively in class. The lectures are interactive. Students share their experiences with each other, learn from one another and become confident intercultural communicators.

PM6: Foreign Language (Spanish)

PM6: Foreign Language (Spanish) **PROGRESS Code: PM6IE20F** Module Type: Interactive language training Credit Points: 5 ECs over semester 1 & 2 First Semester 3 ECs Second Semester 2 ECs Course Coordinator: Madeleine Goedhart-Mulders	**Lecturer:** **Madeleine Goedhart-Mulders**

This is the knowledge/skill you will acquire:

At the end of the first semester you will be able to reach **level A1** in Spanish, as defined by the CEFR (Common European Framework of Languages), emphazising **speaking and listening** skills: please see table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Student can recognise familiar words and very basic phrases concerning himself/her family and inmediate and concrete surroundings when people speak slowly and clearly.	Student can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Student can interact in a simple way, provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what he/she's trying to say. Student can ask and answer simple questions in areas of immediate need or on very familiar topics.	Student can use simple phrases and sentences to describe where he/she lives and people he/she knows.	Student can write a short, simple postcard, for example sending holiday greetings. Student can fill in forms with personal details, for example entering name, nationality and address on a hotel registration form.

This is a language module for business purposes: you will learn how to communicate in Spanish in a professional environment.

This is what you will deliver:

At the end of the semester, the module will be **tested in an oral exam of 20 minutes**, which will be **done in pairs.** Every student will be assessed individually. The oral exam will take place during the **oral examination week** (please check annual calendar).

This is how to do it:

Spanish is the official language in 21 countries and it is the second most widely spoken language in terms of native speakers (more than 400 million)!

This is a Spanish language training for beginners, which means that no prior knowledge is required. The module enables you to communicate and interact in a business context and it will be delivered in interactive sessions with focus on listening and speaking. Grammar is taught within a task based context. Cultural aspects of Spain and Latin America will be shared with you as well.

In class we use the course method _Socios 1_ (tekst book and work book, units 1-6). Several online learning tools such as Duolingo, Babbel, Quizlet are used to improve your Spanish vocabulary and grammar. Some examples of topics in this course: exchanging personal information, talking about a company describe an office, etc.

Following this module is useful if you decide to do your internship or minor in a Spanish speaking country or as an added value to your curriculum.

¡Nos vemos en clase!

PM6: Foreign Language (Dutch)

PM6: Additional Language (Dutch) **PROGRESS Code: PM6IE20F** Module Type: Seminar running through first semester and second semester Credit Points: 5 ECs over both semesters First Semester 3ECs Second Semester 2 ECs Course Coordinator: Cristina de Borst, Marianne Pütz	**Lecturer:** **Annegreet Draaisma** **Marianne Pütz**

This is the knowledge/skill you will acquire:

German students (German speaking students):

At the end of the **FIRST** semester you will be able to reach **level A1** in Dutch, as defined by the CEFR (Common European Framework of Languages), emphasising **speaking and listening** skills. Please see table below.

International students (Students who have a native language other than German):

At the end of the **SECOND** semester you will be able to reach **level A1** in Dutch, as defined by the CEFR (Common European Framework of Languages), emphasising **speaking and listening.**

Level A1 Common European Framework of Languages				
UNDERSTANDING		SPEAKING		*WRITING*
Listening	Reading	Spoken interaction	Spoken production	Writing
Student can recognise familiar words and very basic phrases concerning himself/her family and inmediate and concrete surroundings when people speak slowly and clearly.	Student can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Student can interact in a simple way, provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what he/she's trying to say. Student can ask and answer simple questions in areas of immediate need or on very familiar topics.	Student can use simple phrases and sentences to describe where he/she lives and people he/she knows.	Student can write a short, simple postcard, for example sending holiday greetings. Student can fill in forms with personal details, for example entering name, nationality and address on a hotel registration form.

This is what you will deliver:

At the end of the semester, the module will be tested in an oral exam of 20 minutes which will be done in pairs. However, every student will be assessed individually. The oral exam will take place during the oral examination week (please check annual calendar).

This is how to do it:

- You will always attend classes.
- You will be prepared, do your homework.
- You will spend at least three hours (180 minutes) per week on studying for this module.

PM7: Personal and Professional Development I

PM7: Personal and Professional Development I **PROGRESS Code: PM7IE20F** Module Type: Workshops and personal coaching Credit Points: 2 EC Course Coordinators: Madeleine Goedhart & Marco van Lier	**Personal Coaches:** **Madeleine Goedhart-Mulders** **Ilze Raath** **Victor Ogunsola**

This is the knowledge/skill you will acquire:

Here is the nice part: You decide in which ways you will develop, within a certain bandwidth… And here is the challenging part (for some of you): YOU are responsible for your own development…

Within the module "Personal and Professional Development I", you are guided to actively work on improving key personal and professional competencies. Self-assessment, reflection and training, both in the study program and outside of university, form an important basis for this module. Students track their progress and achievements, and will be stimulated to create a digital showcase-portfolio, which can be used as a "personal branding" tool.

This is what you will deliver:

As mentioned in the previous section, you have a lot of influence on what you will deliver in this module. Main indicator is that it should help you in your self-development. We are partly going to assess the effort you put into this development, not just the (quality of) the output. Before earning your Bachelor's degree, you will need to show competence in various predefined learning outcomes. But you can decide which path you will follow to get there.

Although there is a lot of freedom, there are still some milestones for semester 1, within which you can make your own valuable choices:

- You will reach a number of predefined Module Learning Outcomes (will be communicated through FontysConnect);

- You will formulate (and later reflect on) your goals according to the GROW model;
- You will invest at least 20 hours in your personal development; by reading books, watching documentaries and/or participating in online or offline training sessions. And you will invest at least 10 hours in "giving back to society". The invested time needs to be registered in an Excel-file that we created for you. And you need to collect "evidence" for the invested time, which you can share with peers and/or coach;
- You will reflect on your self-development: on reaching the learning outcomes, on your goals, on your personal development and on the group work (within the project PM1)
- You will have at least 2 individual talks with your coach, in which you discuss your self-development as well as your study progress;
- There are no big, unsolved negative signals about you.

So, there is some structure / guidance in what you will deliver. But if you read carefully, you will notice that a significant part of the content is not defined, which allows you to focus on your own needs.

This is how to do it:

To a large extent YOU decide and YOU are responsible. Of course, you coach will guide you and will be there for you. But right from the start, we will put you in control. We will be facilitating you by having some information available and helping you find your own answers. Group sessions in various sizes and various compositions, and individual talks will be a structural part of this module. In most cases, the reserved time in your schedule (PM7) will be used for this. But it could also be necessary to meet on different moments.

Please note: Information in this document is subject to change!