

Course Manual

FIBS – *Minor Doing Business with / in Europe*

Course: Marketing in Europe

ProgRESS-code	M03_MIE
Course Coordinator	E. Wijnen (WNE)
Lectures involved	E. Wijnen (WNE)
Institute	Fontys International Business School
Study programme	Minor: Doing Business with / in Europe
Academic year	2020 – 2021
Study phase / level	
Study load / ECTS	5 EC
Learning Outcomes	WW4
	TWM15
	TWM17

Brief description

Companies nowadays have to operate in an increasingly hostile and complex international environment. It is therefore crucial for these companies to understand these dynamic surroundings and plan strategic marketing responses accordingly. The course Marketing in Europe provides students hands on knowledge and skills to operate in such a marketing environment. The course challenges students to set up a complete marketing campaign for the introduction of a new product or service in the European market. By using new theoretical insights and tools to approach research problems that arise in the process, students will improve their level of marketing analysis. In addition, students are challenged to be creative in their output, which is a research-based customer-focused marketing campaign.

Module Learning Outcomes (MLO) in relation to the Program Learning Outcomes (PLO)

At the end of the semester, the student is able to:

1. Understand and explain European marketing tools and theories (TWM17)
2. Analyze market and marketing research from primary and secondary sources of data and determine its relevance for the European marketing campaign (TWM15)
3. Independently design a research-based, viable and creative European marketing campaign (TWM15, TWM17)
4. Communicate the European marketing campaign in a professional and convincing way (WW4).

Didactic methods

A variety of different methods are used to transfer the knowledge, skills and attitudes required to master this course. A composition of different book chapters and up-to-date academic articles are used to explain the knowledge. These will be implemented during interactive tutorial sessions. In addition, students will form subgroups to apply the new knowledge. Also, attention will be paid to practicing and improving marketing research skills, which will support the students in their campaigning. During the tutorials, the focus is on two-way communication, presentations, application of knowledge and learning by doing.

Literature

Reader with all the relevant materials will be made available on the Fontys Connect portal.

Grading

Intermediate presentation Topic (20 minutes): - Company choice - Country choice - Customer analysis	Group grade	40%
Final presentation Topic: - European marketing plan (max. 30 minutes) - Individual defense of presentation, making crosslinks between theory and practical context (max. 60 minutes)	Individual grade (50%) Group grade (50%)	60%

Programme

LW	Date	Topic	Assignment
1	31 Aug - 4 Sep	Introduction	
2	7 - 11 Sep	Marketing research	
3	14 - 18 Sep	European culture	
4	21 - 25 Sep	Consumer behaviour	
5	28 Sep - 2 Oct	Intermediate presentation preparation	
6	5 - 9 Oct	Kano model - theory	
7	12 - 16 Oct	Kano model - methodology	Intermediate presentation
	19 - 23 Oct	FALLBREAK	
8	26 - 30 Oct	NO CLASS	
9	2 - 6 Nov	Message building	
10	9 - 13 Nov	Content marketing	
11	16 - 20 Nov	Psychology of persuasion	
12	23 - 27 Nov	Branding	
13	30 Nov - 4 Dec	Pricing	
14	7 - 11 Dec	Final presentation preparation	
15	14 - 18 Dec	Coaching meeting	
		CHRISTMASBREAK	
	January 2021		Final presentation

Study load hours

Study load hours are the total number of hours (of 60 minutes each) a student has to spend on an MODULE.

Type of study load hours (1 ECTS = 28 clock hours SBU)	Number of hours (60 minutes)
Tutorials ¹	40
Group work	60
Self-study ²	38
Examination	2
Total 5 ECTS for this course	140

Registration for tests

If students want to take part in tests belonging to an MODULE then they are obliged, by means of ProgRESS, to register for these tests. They must also register themselves when an MODULE is not concluded with a written exam or when students are exempted from an exam. **Students who have not registered themselves are unable to receive marks or grades in ProgRESS.**

Plagiarism and fraud

In higher education, plagiarism is (ethically) unacceptable. It is considered fraud. FIBS uses software programmes to detect and locate plagiarism. For further information, please see information article 37 of the OER 2015-2016, the booklet “Hoofdlijnen Auteursrecht”, and a note on plagiarism (<http://www.fontys.nl/FacilitairBedrijf/auteursrecht.en.plagiaat.43612.htm>).

¹ Tutorials are lectures for a group of maximum 30 students.

² Self-study hours are hours that a student has to spend on an LA besides lecture hours, tutorial hours, etc.

Course Manual

FIBS - Doing Business with / in Europe.

Elective 3 module: Fresh supply chain and logistics (Euregion focus)

ProgRESS-code	M03_FRESH
Course Coordinator	S. Smeets (SME)
Lectures involved	S. Smeets (SME)
Institute	Fontys International Business School (FIBS)
Study program	Minor: Doing business with/in Europe
Academic year	2022-2023
Study phase / level	Main phase
Study load	5 EC/ 140 hours
Learning outcomes	WT3, TWM20, TWM21

Brief description

This document contains the necessary guidelines for the elective module “Fresh supply chain and logistics”, which is one course of the Minor “Doing business with/in Europe”. This module will provide knowledge about supply chain management and logistics with a Euregion focus.

Within this module there will be an introduction to supply chain management to provide an outline of this course. The main topics include material management and physical distribution management which are disciplines of logistics management. Within these areas, students will learn about logistical aspects in trading agri-food products, as well as about different transport modalities and containerization. Moreover, economic trade-offs will be calculated and analyzed. At the end, warehousing is the last milestone of this learning arrangement, discussing the layout and several processes.

Module Learning Outcomes (MLO) in relation to the Program Learning Outcomes (PLO)

WT3: Analyze patterns in global macroeconomic factors and policies that drive international trade and business development.

TWM20: Evaluate the operations processes within and between organizations.

TWM21: Manage operations processes within and between organizations.

In relation to the MLO's, Program learning outcomes for the module fresh supply chain & logistics have been developed.

- Distinguish the concepts of logistics management and supply chain management and their application in business. (WT3)
- Analyze logistical business problems on different planning horizons. (TWM20 & TWM21)
- Choses a storing method and a warehouse layout which fits the needs of the fresh products. (TWM20 & TWM21)

Didactic methods

Lectures:

Weekly 2.5 hours are included for lectures and assignments, which are split into a 1.5 hour and 1-hour sessions to be used for theoretical input and practical trainings. Within the theoretical lecture hours, knowledge about the management of a fresh business is taught from a supply chain perspective. Within the practical training students should transfer the theoretical knowledge to a practical situation in the form of a case study and exercises.

Self-study:

Students are expected to self-study the given literature, cases, and presentations each week.

Compulsory literature

All mandatory literature is either uploaded, online available, discussed in the classroom, or available in the library.

Books

Christopher, M. (2016): ‘Logistics and Supply Chain Management’, Pearson, 5th edition

Richards, G. (2014): ‘Warehouse Management- A complete guide to improving efficiency and minimizing costs in the modern warehouse’, Kogan Page, 2nd edition

Wilbers, M. (2015): ‘Supply Chain Innovation – An International Business Approach’, Boom, 2nd edition

Examination

Table2: Examination procedure

Examination form	At the end of this semester a written (online) exam will take place. Students must attend and reach a grade of 5.5 to pass the module. The exam is a combination of literature and discussions in the classroom, containing a further elaboration of supply chain management
Duration of examination	The exam will have a duration of two hours (120 min) and will take place in June/July 2023.
Examination period	The theory of all lectures and the associated literature, exercises, and cases will be assessed during the exam. The exam could consist out of open questions, multiple choice questions and case studies.
Specific examination criteria	There are no specific examination criteria.

The content of the test of this module are related to the learning goals described in this course manual connected to the different topics. The test criteria of this learning arrangement meet the requirements as stipulated by the Management Team in the FIBS test policy. The test criteria are in accordance with the demands for adequacy, transparency, validity, and reliability.

Re-examination

The re-examination of this module will take place in the same period at the end of the exam period in June/July 2023. For the re-examination, the same criteria as mentioned above (for the exam) will apply.

Program

This course consists of 16 education weeks. In the following a week schedule can be found for the subject fresh supply chain and logistics:

Table 3: Program overview

<u>LW[1]</u>	Subject	Contact hours	Self-study
1	Introduction	2.5	5
2	Break	2.5	5
3	Principles of logistics	2.5	5
4	The supply chain	2.5	5
5	Supply Chain Strategy	2.5	5
6	Sourcing	2.5	5
7	Make	2.5	5
8	Inventory Management	2.5	5
9	Warehouse Management	2.5	5
10	Delivery	2.5	5
11	Physical distribution	2.5	5
12	Distribution structures	2.5	5
13	Transportation	2.5	5
14	Containerization, Modalities, costs	2.5	5
15	Supply chain Innovation	2.5	5
16	Repetition / Catch Up	2.5	5
	Exams	2	
	Exams		
	Retake Exams		

Study load hours

Study load hours are the total number of hours (60 minutes each) a student spends on the learning arrangement.

Table 4: Spread of study load.

Type of study load hours (1 ECTS = 28 clock hours SBU)	Number of hours (60 minutes)
Lectures	22.5
Tutorial	15
Self-study	90
Examination	2
Other	10.5
Total hours	140

Registration for tests

If students want to take part in tests belonging to an PLA then they are obliged, by means of ProgRESS, to register for these tests. They must also register themselves when an LA is not concluded with a written exam or when

students are exempted from an exam. **Students who have not registered themselves are unable to receive marks or grades in ProgRESS.**

Plagiarism and fraud

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Course Manual

FIBS – Minor Doing Business in and with Europe

M03_EETL European Economics, Trade and Law
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ProgRESS-code	M03_EETL
Course Coordinator	Lars Kleinikel (KLEL01)
Lectures involved	Lars Kleinikel (KLEL01)
Institute	Fontys International Business School
Study programme	Minor: Doing Business in and with Europe
Academic year	2024 – 2025 (Fall 2024)
Study phase / level	Minor
Study load / ECTS	5 EC
Learning Outcomes	WT3

Brief description

In this module, the basic economic principles that help drive business in (and with) Europe will be introduced. We will take a closer look at the potential that the European common market offers as an economic area, Europe's internal and external trade relations and the fundamental rules that guide economic enterprise. Next to the most relevant economic concepts, trade principles and legal frameworks, relevant political developments inside and outside Europe will also be reflected on.

Module Learning Outcomes (MLO) in relation to the Program Learning Outcomes (PLO)

PLO:

International Business Awareness

WT3: Analyse patterns in global macroeconomic factors and policies that drive international trade and business development.

MLO:

At the end of the semester a student is able to:

Analyse and understand basic macro economic and legal principles, frameworks and patterns that shape the European market and understand how they drive trade and business development (WT3).

Didactic methods

The course will primarily be a self-study course with the help of the Learning Management System Canvas. Within Canvas the student has to follow several modules that will be published weekly. In order to move to the next module, students will need to complete the previous one. The modules consists of texts, videos, articles, case-studies etc.

Yet, there will also be 1,5 hours per week scheduled in your time schedule. In those 1,5 hours students can come to class for support, for feedback, for questions etc. Depending on the topic there might also be additional exercises, case studies etc.

Helpful Sources

Note: No books need to be purchased for this course, material will be provided within Canvas. Materials listed below are recommended reading.

Title / Weblink	Author	Edition
European Business Environment – Doing Business in the EU	Somers et al.	
The ABC of EU Law	Borchardt	
Europe in 12 lessons	Fontaine	
e-book the European Union	European Commission	
Economics	Mankiw/Taylor	
European Competition, Economics and Law	Somers et al.	
Understanding the European Union	Nicoll / Salmon	
European Integration	Pelkmanns	

Examination

Examination form (written, oral, report, other)	Written exam, closed-book
Duration of examination	90 minutes
Examination period	Exam week
What will be examined?	All material covered in the course
Specific examination criteria	The exam can be either passed or failed, students will not receive a grade.

The content of the test of this MODULE is always related to the learning goals described in this Course Manual. The test criteria of this MODULE meet the requirements as stipulated by the Management Team in the FIBS test policy. The test criteria are in accordance with the demands for adequacy, transparency, validity and reliability.

Re-examination

The written test will have a retake in the retake week under the same conditions. This grade accounts for 100%.

Programme

This semester consists of 16 education weeks.

More information can be found on the FIBS calendar.

Please note that this overview might still be slightly adjusted

Lesson week	Subject
LW1	Minor-Kick-Off
LW2	Introduction to the European Union
LW3	Objectives & History of the European Union
LW4	Institutions of the European Union
LW5	European Union decision making & legal order
LW6	Lobbying in the European Union
LW7	International trade and international economic cooperation
LW8	Economic integration
LW9	European Union single market
LW10	The free movement of goods in the European Union
LW11	The free movement of services in the European Union
LW12	The free movement of people and capital in the EU
LW13	European Union competition policy
LW14	t.b.d.
LW15	Exam preparation
LW16	Exam preparation

Study load hours

Study load hours are the total number of hours (of 60 minutes each) a student has to spend on a MODULE.

Type of study load hours (1 ECTS = 28 clock hours SBU)	Number of hours (60 minutes)
Lectures ¹	
Tutorials ²	28
Consultation hours ³	
Group work	
Project	
Self-study ⁴	110,5
Examination	1,5
Other	
Total 5 ECTS for this course	140

¹ Lectures have a maximum of 90 students.

² Tutorials are lectures for a group of maximum 30 students.

³ Consultation hours are individual meeting hours with a tutor.

⁴ Self-study hours are hours that a student has to spend on an LA besides lecture hours, tutorial hours, etc.

Course Manual

FIBS – *Minor Doing Business with / in Europe*

Current Affairs in Europe

ProgRESS-code	M03_CA
Course Coordinator	Michelle Greene
Lectures involved	Michelle Greene
Institute	Fontys International Business School
Study programme	Minor: Doing Business with / in Europe
Academic year	Winter Semester 2024/2025
Study phase / level	Minor
Study load / ECTS	5 EC
Learning Outcomes	WT2, WW4, LW12, TWM24

Brief description

This module is designed to encourage students to familiarise and build an in-depth understanding of current affairs topics in the areas of business, economy and society specifically in the European Union. Students are guided to work on current topics with a view to developing research, assimilation and communication skills – with the added benefit of learning about the EU.

Students work in groups to identify specific current affairs topics, research the topic further and then report findings and conclusions in a chosen format e.g. through organising. This module includes an international virtual collaboration project.

Examination is based on a group portfolio including self-reflection report.

Module Learning Outcomes (MLO)

Module Learning Outcome:

MLO 1: (TWM 24) Student systematically develops and presents (as part of the group presentation) one innovative idea (in the area of the current affairs topic) which is a conclusion of the research done on the chosen current affairs topic and can defend this in an oral presentation.

MLO 2: (WT2) Students can create linkages between the dynamics of the current affairs topic which they have chosen and the impact on a business environment in Europe. This is presented as a systematic conclusion in the course of a group presentation.

MLO3: (WW4) Student demonstrates professional and defence presentation skills in English in a final presentation to a non-lecturer audience.

MLO4: Student is able to critically reflect on the communication processes of inter-cultural group work in the bounds of the project diary.

Didactic methods

This module is designed to be interactive and dialogue driven. Lecturers facilitate, stimulate and guide groups in working toward achieving module learning outcomes. Groups are ideally composed of 3-5 students. The module will be delivered in the form on a virtual international collaboration project

Helpful Sources

Note: No books need to be purchased for this course, material will be provided during lessons and via portal.

Examination

Examination Format	Student are assessed based on a portfolio of different products which are developed as part of the module. The components of the portfolio are communicated in the introductory lecture. The full portfolio is to be submitted as an upload on January 10th, 2025
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The content of the assessment of this MODULE is always related to the learning goals described in this Course Manual. The test criteria of this MODULE meet the requirements as stipulated by the Management Team in the FIBS test policy. The test criteria are in accordance with the demands for adequacy, transparency, validity and reliability.

Re-examination

A repair option can be offered in in the weeks of January 20th, 2025.

Programme

This module is completed as an intensive project in the timeframe between April 25th, 2024 and June 6th. An intensive week of virtual collaboration takes place in the week of May 13th.

	Topics Discussed
November 6, 2024	Introduction lecture – orientation on topic and on international collaboration project
November 27, 2025	Virtual introduction to module and online meeting with students from ULBS
December 09 - 13, 2024	International virtual project week
December 18, 2024	Virtual session for follow up

Study Load

Study load hours are the total number of hours (of 60 minutes each) a student has to spend on an MODULE.

Type of study load hours (1 ECTS = 28 clock hours SBU)	Number of hours (60 minutes)
Lectures	10
Consultation hours	20
Group work	50
Project	40
Self-study	15
Examination	5
Total 5 ECTS for this course	140

Registration for tests

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