



International Business (IB)

Semester Handbook: Semester 1

Spring Semester 2023





Dear IB Student,

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

This handbook is designed to give you a quick overview of the modules and their learning outcomes (learning goals) in semester 1. The lecturers and coaches will provide you with full and detailed information in each of the modules during contact hours and on the module sites. Sources for further information are also indicated in this document (see the links on page 3).

We look forward to working with you in semester 1.

With best regards,

Chantal Teeuwen
IB Program Manager

Anja Dokuzlar/Ioana Grosu
Assistant Program Managers

Silke Röttger
Semester Coordinator



1 Overview of year one *Propaedeutic Phase*

The first year of study is referred to as the *Propaedeutic Phase* and consists of semesters 1 & 2, each lasting 20 weeks. Both semesters are based on **one** major project. Parallel to this project, several knowledge, skill and attitude building modules are offered. Each of these first semester modules is described separately in the next section. By the end of the first year, you will have gained a solid basis of business knowledge, skills and attitude and learned how to apply these in different types of projects.

Module Overview

Propaedeutic Phase Module	European Credits (ECs)	Grading
PM1 – Investigate your market	10 (group: 6/individual: 4)	0,1 – 10 (5.5 = pass)
PM2 – Marketing Analysis	5	0,1 – 10 (5.5 = pass)
PM3 – Business Research I	5	0,1 – 10 (5.5 = pass)
PM4 – Organisation and People I	2	0,1 – 10 (5.5 = pass)
PM5 – Effective Communication Skills I	3	0,1 – 10 (5.5 = pass)
PM6 – Additional Language I	3	0,1 – 10 (5.5 = pass)
PM7 – Personal and Professional Development I	2	BEH (pass) / NB(fail)

Binding Study Advice

Each study year consists of 60 European Credits (ECs). At the end of the first study year, the *Propaedeutic Phase*, students need to obtain at least **45** of these 60 ECs to be allowed to continue with their studies. To obtain credits, a module must be marked a **5.5** or higher. At the end of semester 2, students receive a *Binding Study Advice*, which is based on the number of credits achieved. Further information is available in the official 2022-2023 *Teaching and Examination Regulations* (TER) under this link [TER](#)

Annual Calendar

For an overview of the academic calendar (lesson weeks, exam weeks, holidays, and other important calendar items) check the [annual calendar](#).

Testing Overview

Module	Testing Form (s)	Weighing %
PM1	Group assessments: <ul style="list-style-type: none"> Portfolio Presentation Individual assessment: Oral assessment	30% 30% 40%
PM2	Written assessment	100%
PM3	Written assessment	100%
PM4	Written assessment	100%
PM5	Portfolio <ul style="list-style-type: none"> Pitch to client Presentation Tool 	100%
PM6 / Dutch	<ul style="list-style-type: none"> Written assessment Oral assessment 	30% 70%
PM6 / Spanish	Oral assessment	100%
PM6 / German	<ul style="list-style-type: none"> Written assessment Oral assessment 	30% 70%
PM7	Portfolio	100%

2 Quick guide to Semester Modules

PM1 Investigate your Market

Progress ¹ Code	PM1IE22F ²
Module Type	Project
Course Coordinator	Silke Röttger (ROTS01)
Project Coaches/Assessors	Silke Röttger (ROTS01) Thom Dirks (DIRT04) Nicole Hesen (HESN01)
Workshops	Knowledge experts and Research Group Student

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Thinking 1 (WT1)	Critical Thinking	Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion.	<ul style="list-style-type: none"> • Student can identify, explain and interpret business models and methods. • Student can demonstrate the process of the project investigations in a thoughtful manner.
Ways of Thinking 2 (WT2)	Innovation & Creativity	Creates innovative ideas in a changing business environment in a systematic fashion.	Student can formulate innovative and creative ideas.
Ways of Thinking 3 (WT3)	International Business Awareness	Analyse patterns in global macro-economic factors and policies that drive international trade and business development.	<ul style="list-style-type: none"> • Student can describe the chosen industry, subindustry and company. • Student can present the chosen industry, subindustry and company.
Ways of Working 6 (WW6)	Collaboration	Collaborate effectively with different kinds of stakeholders in a different cultural organisational and political landscape to contribute to achieving agreed goals.	<ul style="list-style-type: none"> • Student knows how to collaborate in a diverse team. • Student can use and justify management tools to collaborate in a team.
Ways of Working 7 (WW7)	Management of Information as Digital Citizen	Produce management information from various data sources in an international business environment.	<ul style="list-style-type: none"> • Student can demonstrate, understand and select appropriate sources. • Student can select the appropriate sources for the presentation and can present relevant data.
Living in the World 10 (LW10)	Ethical & Social Responsibility	Formulate one's own position concerning ethical and social responsibility in a professional environment.	Student shows awareness of the importance of ethics in business.

¹ Progress is the system that keeps track of a student's results. Students can view their results at any time.

² Results are processed by means of a specific code. In this code, **PM** stands for *Propaedeutic Phase Module*, **1** for *1st module*, **IE** for *IB English*, and **22F** (= Cohort 2022F, **February** stream) for the *cohort* to which a student belongs.

Domain	Domain Category	PLO's	MLO's
Tools for working & Management 15 (TWM15)	Marketing & Sales	Develop a well-founded marketing plan to support the creation of value for international customers.	In a team, students demonstrate a comprehensive understanding of strategic and operational marketing and its importance for company performance.
Tools for working & Management 17 (TWM17)	Marketing & Sales	Incorporate developments of the digital landscape in a marketing strategy.	In a team, students understand the coherence of the different components of digital marketing, including digital marketing channels, user experience and website performance.
Tools for working & Management 23 (TWM23)	Organisation & People	Assess the impact of change on the organisation.	In a team, students demonstrate an understanding of change (a general notion or approach to change, helpful in developing specific ideas for changes that lead to improvement) in organizations.
Tools for working & Management 24 (TWM24)	Business Research	Analyse a complex business problem in an international business setting with use of adequate research design resulting in an evidence based feasible solution.	In a team, students demonstrate a comprehensive understanding of the different steps of the research cycle.

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. Moreover, you will build 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 about strategic decision making processes throughout the analysis of first the macroenvironment of a particular country followed by the microenvironment of an organisation. 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, macro- and microenvironment analysis, business research, critical thinking, managerial decision making, conflict management, intercultural awareness, moral decision making, teamwork and personal and group 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 co team, project coaches and your potential client. In the project you will have two formative assessments on specific project items. This allows you to check progress with your assigned co teams and coaches and receive feedback. At the end of the semester you will be evaluated based on three deliverables which are the basis for assessment:

Project Management Portfolio (30%) containing at least the signed team contract, project plan, weekly updates on project development in form of a GANTT Chart, 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, group reflection reports on any feedback received throughout the project as well as reflection on the intercultural awareness you gained throughout your first-semester project. This is a group grade.

Presentation (30%) entailing your investigations and analysis as well as your justified research approach. In addition to that, it contains your defined moral dilemma under the consideration of the input you received in PM3. Innovative and creative ideas in your storyline and decision making process in a coherent and structured manner is expected. With the presentation you have to hand in a document to support your research findings in your presentation. Next to that you have to provide a properly set up reference list. This is a group grade.

Note: This final project presentation will also serve as your assessment moment for PM5 on presentation.

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. Only parts of the knowledge feed-in content are supposed to be applied in PM1. What parts exactly are to be applied, will be highlighted in the knowledge feed-ins as well as in the PM1 project throughout the course. PM2, PM3 and PM4 lecturers might join the PM1 project blocks. They will help you to apply the knowledge gained in lectures/tutorials or in provided knowledge clips, in the project investigations. You will work in your project teams on the particular knowledge feed content. Your knowledge feed lecturers will coach you closely in your PM1 teams. PM5 testing is integrated in the PM1 final presentation assessment. The PM5 lecturer will be part in all formative assessment rounds to provide feedback on your presentation skills. During your project you are expected to make managerial decisions which may be once in a while even mistaken, i.e. mistakes are allowed as you can learn from them. This helps you to develop and strengthen a positive attitude toward learning. Your project coaches will guide and support you during your learning experience in PM1. Finally, your knowledge, skills and critical way of thinking will be questioned both during the oral assessment and individual talks as well as personal reflections within PM7 (Personal Professional Development).

The different project deliverables are the result of working together as a team for a fixed period of time. The project equals 10 ECs which means that you are expected to spend 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 spent during so-called project blocks, which are scheduled periods for group project work under coach supervision.

Each week, three project blocks are scheduled in which you work in your team. The project program tasks and guiding questions per week you find in the PM1 travel guide are leading you through the whole project. The project program tasks and guiding questions should be carried out if possible as per schedule, i.e. mainly by the end of the third and last project block in each week. At least at the very end of the project, the guiding questions should be answered by every student and can serve as a basis for your final project presentation structure. Also they contribute to your individual knowledge for the individual final oral assessment. It is the teams' responsibility to organize and structure all tasks weekly. 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. In addition you are recommended to attend all scheduled online Workshops which will support your ability to apply knowledge in the project.

PM2 Marketing Analysis

Progress Code	PM2IE22F
Module Type	Lectures and Tutorials
Course Coordinator	Devrim Eskiyeerli (ESKD01)
Lecturers	IB-1AF/BF/CF: Devrim Eskiyeerli (ESKD01) IB-1BF/CF: Peter Hatzfeld (HATP02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Thinking 3 (WT3)	International Business Awareness	Analyse patterns in global macroeconomic factors and policies that drive international trade and business development.	Student can factor in the impacts of micro- and macroeconomic elements in the managerial decision making.
Tools for working & Management 15 (TWM15)	Marketing & Sales	Develop a well-founded marketing plan to support the creation of value for international customers.	<ul style="list-style-type: none"> • Student can understand how to create customer value and engagement through branding, relationships, services and pricing. • Student can understand the basic elements of marketing plan and global marketing strategy.
Tools for working & Management 16 (TWM16)	Marketing & Sales	Use appropriate sales techniques in support of durable customer relationships.	Student can understand the importance of durable customer relationships.
Tools for working & Management 17 (TWM17)	Marketing & Sales	Incorporate developments of the digital landscape in a marketing strategy.	Student can explain the terminology of digital marketing.

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 with regard to 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 through a written multiple choice exam during the examination weeks. Students will prepare and present a case study each week assigned by the lecturer.

This is how to do it:

Preparation for class, participation in class discussions and attendance at class are strongly encouraged.

The content of the module will be offered in weekly lectures plus a weekly tutorial as displayed in the online weekly schedule. Lectures will be supported by self-study. Topics include the understanding of the basics of micro- and macroeconomics and strategy development in the marketing environment.

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

Progress Code	PM3IE22F
Module Type	Lectures (Knowledge Feed) and Tutorials
Course Coordinator	Martine Simonis (SIMM03)
Lecturers	1AF/BF: Martine Simonis (SIMM03) 1CF/DF: Niklas Meisel (MEIN05)

Your PM1 project provides an excellent opportunity to understand and identify a real problem for a real company. Typically, such a project requires research activities that converge into a well-founded, practically relevant advice for management.

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Tools for working & Management 24 (TWM24)	Business Research	Analyse a complex business problem in an international business setting with use of an adequate research design, resulting in an evidence based feasible solution.	<ul style="list-style-type: none"> • Student can draw conclusions and give operational recommendations to a client on the basis of earlier analyses. • Student can make a plan of approach for a simple qualitative or quantitative research assignment, which establishes what information is necessary for carrying out, for example an internal or external analysis. • Student can formulate at least one problem question based on a given problem or situation.

This is the knowledge/skill you will acquire:

We consider business research to be a key skill which is needed in every facet of business life in the 21st century. These skills enable students to make sense of the vast amount of data available and to 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. It 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, drawing conclusions and making recommendations. This module will support the student in conducting research in the PM1 project *Investigate your market* which runs parallel. The knowledge you acquire in the PM3 lectures and tutorials will enable you to carry out the required research. This module is part of the research learning line. You will need the basics of this course throughout your entire study.

The knowledge feed and tutorials introduce students to business research. Students will be introduced to the business research cycle. In this we will touch on the concepts of research question, theoretical framework, developing research methodology, conducting data analysis, drawing conclusions.

At the end of the module, students will have a basic understanding of what business research is and how research is applied in business at an introductory level. Focus is on how research can be used to solve business challenges.

This is what you will deliver:

Students will be assessed through a written exam during the examination weeks.

This is how to do it:

The module is delivered as a weekly knowledge feed and tutorials with further weekly workshops to practice with case studies. With each next step in the research process, theoretical input will be provided that students need to apply in exercises. Whenever possible, the project *Investigate your market* (PM1) will be used as a practical example of application.

For the workshops, students are in the lead and work on a project plan like report. Workshops will also be offered on selected topics such as developing a questionnaire, interviewing skills, introduction to Excel.

Student is also expected to self-study by means of recommended literature and assignments, case studies, films, and possibly guest lectures, are part of the learning materials for the lectures.

This subject introduces you to the language used in business as well as a large number of terms and definitions. Therefore, it is highly recommended to attend class, prepare for class, and participate actively in class.

PM4 Organisation and People I

Progress Code	PM4IE22F
Module Type	Lectures
Course Coordinator	Paloma Rico Castro (RICP02) / Arjan de Bont (BONA01)
Lecturers	1AF: Katarzyna Kapliński (KAPK01) 1BF: Katarzyna Kapliński (KAPK01) 1CF: Arjan de Bont (BONA01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Tools for working & Management 22 (TWM22)	Organisation & People	Draft the strategic cycle of part(s) of the organization (process and content).	Students can demonstrate an understanding of the strategic cycle of a company (internal and external environment and their interplay).
Tools for working & Management 23 (TWM23)	Organisation & People	Assess the impact of change on the organisation.	Students can demonstrate an understanding of change (a general notion or approach to change, helpful in developing specific ideas for changes that lead to improvement) in organizations.

This is the knowledge/skill you will acquire:

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, organization and Human Resources Management (HR). As a supporting module to the 1st and 2nd semester project, PM4 Organisations and People I 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 module is focused on achieving two Module Learning Outcomes (MLO). As supporting module, this course will provide the necessary knowledge/skills students need for this semester's project PM1. At the end of the module, students understand:

- what a company's strategy is
- what a company's strategy consists of
- what a company's strategy is based upon
- how businesses (re)define their strategy based on the strategic cycle
- how a strategy influences all parts of the business model
- how the organisation of a company is derived from its strategy

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. PM4 will be tested by means of a written exam.

This is how to do it:

The content of the module will be offered in a weekly tutorial with your team, which will have a strong connection to the semester project. In addition to attending contact hours, students are required to read the necessary literature and do assignments. Therefore, it is highly recommended to prepare well and actively participate.

PM5 Effective Communication Skills I

Progress Code	PM5IE22F
Module Type	Tutorials
Learning Line Course Coordinator	Caroline Jacobs (JACC02)
Lecturers	IB1AF: Caroline Jacobs (JACC02) IB1AF IB1BF: Anne Mallens-Dirks (MALA04) IB1CF: Alina Panek (PANA01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 4 (WW4)	International Business Communication	Communicate (business) messages effectively persuasively using advanced English to an (un)informed audience.	Student can present a (business) topic in a structured and convincing manner supported by a visualisation tool.
Living in the world 13 (LW13)	Intercultural Proficiency	Use appropriate verbal and non-verbal communication in an intercultural setting	Student can identify and make use of various communication channels to reach an (intercultural) audience.

This is the knowledge /skill you will acquire:

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 collaboration requires cultural awareness skills. The focus in PM5 will be on recognising and applying cultural awareness in your communication style. During this interactive "hands-on" course, you will receive input, practice and feedback on intercultural team communication and presentation skills. Finally, you will learn to develop visualisation tools to support your meetings and presentations.

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:

The PM5 final assessment will be integrated in the final PM1 Group Presentation. The student will be graded on the individual performance during the final Group Presentation. The student has to:

1. deliver a 3-4 minute contribution during the PM1 group presentation;
2. create and apply supporting PPT slides which will visually support your part of the group presentation.

This is how to do it:

The module is delivered as a weekly 90 minute tutorial/training. Students are strongly recommended to attend class, prepare for class, and participate actively in class. The lectures are highly interactive. Students share their intercultural views, practice communication skills, give feedback to each other, learn from one another and become confident intercultural communicators.

PM6 Additional Language / Dutch I

Progress Code	PM6IE22FD
Module Type	Tutorials
Course Coordinator Dutch for German students	Andreas Grün (GRUA01)
Course Coordinator Dutch for international students	Caroline van der Hoek (HOEC02)
Lecturers Dutch for German students	Ilze Raath (RAAI03)
Lecturers Dutch for international students	Ilze Raath (RAAI03)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	<ul style="list-style-type: none"> • Student can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. • Student can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. • Student can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

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 *Common European Framework of Languages* (CEFR), focusing on all four language skills (speaking, listening, writing and reading). 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 *Common European Framework of Languages* (CEFR), focusing on all four language skills (speaking, listening, writing and reading). Please see table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Students can recognize familiar words and very basic phrases concerning themselves, their family and immediate and concrete surroundings when people speak slowly and clearly.	Students can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Students 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 they are trying to say. Students can ask and answer simple questions in areas of immediate need or on very familiar topics.	Students can use simple phrases and sentences to describe where they live and people they know.	Students 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:

This module will be assessed through

- an in class (online) written exam in Lesson Week 10 with a duration of 60 minutes (30%),
- an oral exam at the end of the semester; this oral exam will have a duration of 15 minutes and will be done individually or in pairs (70%). When in pairs, every student will be assessed individually. The oral exam will take place during examination weeks.

To pass this module, both exams need to be graded at least a 5,5.

This is how to do it:

- You will always attend classes.
- You will be prepared, do your homework.
- You will spend at least 3 hours (180 minutes) per week on studying for this module.

PM6 Additional Language / Spanish I

Progress Code	PM6IE22FS
Module Type	Tutorials
Course Coordinator	Madeleine Goedhart (GOEM05)
Lecturers	Madeleine Goedhart (GOEM05) Estela Aguilera Nogales (AGUE01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	<ul style="list-style-type: none"> • Student can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. • Student can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. • Student can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

This is the knowledge /skill you will acquire:

In this language course you learn how to communicate in Spanish in a business environment. At the end of this semester you will be halfway **level A1** in Spanish, as defined by the *Common European Framework of Languages* (CEFR), emphasizing *speaking* and *listening* skills. Please see the table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		UNDERSTANDING		UNDERSTANDING
Listening	Reading	Spoken interaction	Spoken production	Writing
Student can recognize familiar words and very basic phrases concerning himself/her family and immediate 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:

This module will be tested in an individual oral exam of 10 minutes, which consists of responding to questions, having a dialogue and describing something or someone. The oral exam and the retake will take place during the regular examination weeks. You will receive a pass if you score at least a 5.5.

This is how to do it:

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 a main focus on listening and speaking. Grammar and vocabulary are taught within task based contexts. Cultural aspects of Spain and Latin America will be shared with you as well.

Some examples of topics in this course: exchanging personal information, talking about famous entrepreneurs, describing a company linked to PM1, etc.

The course will be delivered in interactive sessions of 1,5 hours a week and you are expected to spend at least three hours per week on self-study. You are highly recommended to attend class, prepare for class, and participate actively in class, as the pace of the sessions is high.

Spanish is a world language as it is officially recognized as the second most commonly spoken language when measured by native speakers. Learning Spanish will open up your study abroad experiences by either doing an internship or studying a minor in a Spanish speaking country.

¡Nos vemos en la clase de español!

PM6 Additional Language / German I

Progress Code	PM6IE22F-G
Module Type	Tutorials
Course Coordinator German for Dutch students	David Harder (HARD02)
Lecturer	David Harder (HARD02)
Course Coordinator German for international students	Nuria Burrel (BURN01)
Lecturer	Nuria Burrel (BURN01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	<ul style="list-style-type: none"> • Student can understand sentences and frequently used expressions related to areas of most immediate relevance. • Student can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. • Student can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.

This is the knowledge/skill you will acquire:

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

This module starts at level A1 Beginners. At the end of the **SECOND** semester you will be able to reach **level A1** in German, as defined by the *Common European Framework of Languages* (CEFR), focusing on all four language skills (speaking, listening, writing and reading). Please see table below.

CEFR Level A1 for international students (who have a native language other than Dutch)				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Students can recognize familiar words and very basic phrases concerning themselves, their family and immediate and concrete surroundings when people speak slowly and clearly.	Students can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Students 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 they are trying to say. Students can ask and answer simple questions in areas of immediate need or on very familiar topics.	Students can use simple phrases and sentences to describe where they live and people they know.	Students 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.

Dutch (speaking) students:

This module starts at **level A2 Beginners**. At the end of the **SECOND** semester you will be able to reach **level A2 Advanced** in German, as defined by the *Common European Framework of Languages* (CEFR), focusing on all four language skills (speaking, listening, writing and reading). Please see table below.

CEFR level A2 for Dutch (speaking students):				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Student can understand phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (i.e. very basic personal and familial information, shopping, local area, employment). Can catch the main point in short, clear, simple messages and announcements.	Student can read very short, simple texts. Can find specific, predictable information in simple everyday material such as advertisements, prospectuses, menus and timetables and can understand short simple personal letters.	Student can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities. Can handle very short social exchanges, even though he/she can't usually understand enough to keep the conversation going himself/herself.	Student can use a series of phrases and sentences to describe in simple terms family and other people, living conditions, educational background and present or most recent job.	Student can write short, simple notes and messages relating to matters in areas of immediate need. Can write a very simple personal letter, for example thanking someone for something.

This is what you will deliver:

This module will be assessed through

- an in class (online) written exam in Lesson Week 9 with a duration of 60 minutes (30%),
- an oral exam at the end of the semester; this oral exam will have a duration of 15 minutes and will be done individually or in pairs (70%). When in pairs, every student will be assessed individually. The oral exam will take place during examination weeks.

To pass this module, both exams need to be graded at least a 5,5.

This is how to do it:

- You will always attend classes.
- You will be prepared, do your homework.
- You will spend at least 3 hours (180 minutes) per week on studying for this module.

PM7 Personal & Professional Development I

Progress Code	PM7IE22F
Module Type	Personal Coaching, Tutorials and Workshops
Course Coordinators	Madeleine Goedhart (GOEM05) Khalid Raihan (RAIK01)
Coaches	IB1AF: Ronald Jansen (JANR36) IB1BF: Thom Dirks (DIRT04) IB1CF: Nicole Hesen (HESN01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Living in the world 8 (LW8)	Personal and Professional Development	Express reflections on his personal development with the aim of personal growth.	<ul style="list-style-type: none"> Student can formulate a personal introduction, future ambitions and development goals by means of applying action steps to achieve these goals Student can show sufficient activities in line with set goals.
Living in the world 9 (LW9)	Personal and Professional Development	Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.	Student can describe unfamiliar contexts in a project environment.
Living in the World 10 (LW10)	Ethical & Social Responsibility	Formulate ones' own position concerning ethical and social responsibility in a professional environment.	Student can start taking social responsibility.
Living in the world 11 (LW11)	Intercultural Proficiency	Mitigate the pitfalls of cultural differences in business and social contexts	Student can describe the pitfalls of cultural differences by means of identifying cultural values.
Living in the world 12 (LW12)	Intercultural Proficiency	Display willingness to work with people from other cultures and to work in countries with different cultural backgrounds.	Student can describe how to work with people from other countries or cultures.
Living in the world 13 (LW13)	Intercultural Proficiency	Use appropriate verbal and non-verbal communication in an intercultural setting	Student can explain the use of verbal and non-verbal communication in an intercultural setting.
Living in the world 14 (LW14)	Intercultural Proficiency	Assess the effect of cultural differences upon organisational behaviour and strategic choices.	Student can describe how cultural backgrounds affect the organisation of project work.

This is the knowledge /skill you will acquire:

Welcome to the module *Personal and Professional Development I*, also known as *the Journey!*

Within this module 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.

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!

You keep track of your own progress, achievements and developments and you will be stimulated to create a *digital showcase portfolio*, which can be used as a *personal branding* tool.

This is what you will deliver:

You create a *Journey portfolio* that you will keep on developing throughout the entire IB study programme, reflecting continuously on your personal and professional development. The portfolio will be assessed by your Journey coach in the regular examination weeks at the end of the semester. You have two chances (take and repair) to pass this module.

There is some structure and guidance in what you will deliver, and you have to reach the performance indicators for the PM7 Journey portfolio at the end of semester 1, which are based on the MLOs mentioned above. This semester, you will explore the Who am I?-question, you will define your future ambitions and goals for year 1, and you will reflect on unfamiliar situations, your collaboration within the PM1 project and you reflect on the competences connected to the intercultural self-analysis.

Next to writing reflections on the MLOs, you have a lot of influence and freedom over what you will deliver in this module. You will invest at least 20 hours in your personal development this semester by reading books and articles, watching documentaries, listening to podcasts and/or participating in online or offline training sessions and you reflect on these activities. Main indicators are that it should help you in your self-development and that you focus on your own needs.

An important element of your *Journey* is the *Giving back to society*-part. Every IB student invests at least 10 hours per semester in giving back to Fontys or in contributing to society in general. You reflect on these activities afterwards. Volunteering will broaden your horizon and it will help you in your growth as a person and professional.

This semester, you will have at least two individual talks with your coach, in which you discuss your self-development as well as your study progress.

Important! Please consult the Student Manual PM7 for more detailed information about the module, the MLOs and the specific performance indicators.

This is how to do it:

To a large extent YOU decide and YOU are responsible. Of course, your coach will guide you and will be there for you. However, right from the start, we will put you in control. We will be facilitating you by having some information available and helping you finding 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 at different moments.

Have a great start to your Journey!