

# MINOR INTERNATIONAL BUSINESS MANAGEMENT

Fall 2025



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Fontys

# Welcome!

*The hot seat of an international manager is yours in this minor!*

Society is changing at breakneck speed. Small as well as large enterprises in any sector of business are confronted with many challenges. Globalization brings many opportunities for all kind of companies. Investment in innovation is and remains a fixed item on the agendas of many companies. Concepts such as internet of things and big data are hot topics in business nowadays.

*The world is changing so fast that your future job probably does not exist right now.*

We prepare you for these new jobs. In International Business Management you will experience more than just a minor. After completing IBM, you are able to differentiate yourself from your peers, and you will boost your career opportunities in the increasingly competitive labour market.

Would you like to be the qualified manager who is able to take the best possible decisions for your company in these turbulent times? In the minor International Business Management, you develop your knowledge, skills and attitude so you can excel in your field of expertise.

In this minor you experience globalization in real life: students from all over the world are represented in the minor programme. Moreover, students from various majors participate in IBM. Students value our international and interdisciplinary classroom setting. Highly trained and experienced lecturers guarantee our expertise and state of the art courses, where the latest developments will be discussed.

Students valued the minor International Business Management extremely well in the previous years. It served as a great preparation for their bachelor project and for their domestic or international career.

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## Minor overview

The minor International Business Management prepares students for a world-class business career. We will invite our students to virtually enter multinational companies, and confront them with real life decisions CEOs and marketing managers face in daily life. The aim of this minor is to explore the newest ideas for turbulent times in a way that is interesting and valuable to students.

The minor International Business Management is truly international. Students from all over the world participate in this programme. Next to this the classroom setting is really interdisciplinary, various majors are represented. This creates an exciting and dynamic classroom setting.

International Management (12 ECTS) and International Marketing (12 ECTS) are obligatory in this minor. Next to these 24 credits, students can choose a specialization course worth 6 ECTS which fits best to their personal demands.



## Didactical approach

- The entire study load for the minor IBM (30 ECTS) is 720 hours.
- Students have sixteen lecture hours every week.
  - International Management six hours a week;
  - International Marketing six hours a week;
  - Specialization course 2,5 hours a week.
- Various didactical approaches and testing methods will be used, depending on the course. Please read the course descriptions for more detail. In general:
  - Using a combination of established teaching, new ideas and real-life applications students will see how interesting and challenging modern business life can be;
  - The minor IBM will use the most up-to-date literature, relevant knowledge about all the relevant fields of interest will be gained;
  - Recent developments, cases and examples in today's business will be used by the lecturers; theory will be linked to daily life examples, interesting guest lecturers and exiting company visits.
- Analytical skills will be gained during the courses. Students will be challenged to take the hot seat of decision makers, and are asked to make decisions based on their own analysis.
- The minor is interactive, students will participate in classes, interact with their lecturers and fellow students, debate their case solutions and develop their knowledge, skills and attitude.
- Students have to pass all the separate learning arrangements in order to pass the minor IBM. Students who fail one learning arrangement get the opportunity to redo the examination of this learning arrangement.

## Required background

The entire program of the International Business Management minor is offered in English, therefore students need a decent level of English skills to complete the minor IBM. The minor IBM is open for students with and without a business background.

## Minor application

The application procedure depends on your background. Enclosed more information. If you do have any questions concerning the application, feel free to contact [fibs-minors@fontys.nl](mailto:fibs-minors@fontys.nl).

### - **Students who study at another Fontys institute**

Students from other Fontys institutes (including FHTenL) could apply via Progress. More information and the application procedure is explained at [www.fontys.nl/minor](http://www.fontys.nl/minor)

### - **Students who study at another Dutch University of Applied Science**

You can apply for this minor via [www.kiesopmaat.nl](http://www.kiesopmaat.nl).

- **Exchange students** from foreign (partner) Universities, who study one or two semesters in Venlo, could choose the minor IBM as exchange programme. They could contact their international office.

## Professional work field

The work field context of this minor is International Business Management. Each student links his major context with the work field of International Business Management.

Within the study of the International Business Management minor, various professional job contexts and situations are considered. The work field comprises a variety of possible jobs. Relationship management, marketing research and planning, (international) strategic management, process management and improvement, international managerial accounting (decision making and control), supply chain management, international finance, human resource management, vision development, business development, ethical decision-making, and export and import businesses are a selection of possible work fields.

Some examples determine the work field in a more descriptive manner: European product marketer or product manager, product specialist, marketing coordinator, worldwide account coordinator, solution development manager, business alliance manager, brand manager, business development, regional sales manager, sales representative, international account manager and market research analyst.

As discussed in the introduction, the world is changing fast and students are probably educated for jobs which do not currently exist. Therefore, this paragraph gives you an idea but does not pretend to be complete.

# International Management

## Key words

Strategy, Management, Strategic interventions, Multinational enterprises, Intercultural, Multidisciplinary, Direct link to the business field.

## Why International Management?

Students who want to develop themselves as professional decision makers in (international) strategic contexts will be highly inspired by this course. Experienced lecturers and business professionals will take you into companies to show you what decisions CEOs and MTs are facing. Together, we will increase your knowledge of strategic management, your skills to analyse business contexts, intervene in them strategically and your ability to professionally deliver your message. This will help you to become a more successful business manager in the future!

## What is International Management?

This course takes the strategic business context as unit of analysis. From the beginning onwards, you will be thinking as the CEO / MT of a variety of organizations. The lecturers will introduce you to strategic management, interventions, leadership and consultancy practices. Together with your fellow students, you will analyse up-to-date business challenges and learn to present and defend your line of reasoning. Moreover, you will be trained to improve your professional attitude in business contexts so that you will become a more valuable asset for a variety of different companies.

## What does the semester look like?

During the onboarding week, we introduce you to the philosophy and atmosphere of this course. We use professional team coaching tools to make the class a "team" and show you how experience-based learning may benefit you. Then we introduce the course and the main topics that will be covered in this course. Afterwards, you immediately start creating your own strategies, analyses and management team interventions. Experience first, label later. After reflecting on that test run, we introduce you to process design before you dive into a(n) (international) strategic management challenge that you will solve for a company. You can choose the company and you are encouraged to work with them!

## Literature and Testing

No required literature, all materials will be introduced in class.

You need a Pass after Week 4 and 8 to advance to the final assessment, that is graded.

- |                |                      |   |
|----------------|----------------------|---|
| - Pass / Fail  | Individual strategy  | Week 4 (one repair during semester allowed)   |
| - Pass / Fail  | Group challenge      | Week 8 (one repair during semester allowed)   |
| - [1,0 ; 10,0] | Final group analysis | Week 16 (one repair at the end of the semester allowed in case of an insufficient grade). |

# International Marketing

## Keywords

International marketing planning, services marketing, market(ing) research, consumer behavior, content marketing, online marketing.

## Why international marketing?

This course gives you the opportunity to dive into the exciting and challenging international marketing world. Imagine that you are a marketing manager of an hotel chain that wants to expand to Brazil. You wonder how to tackle this big challenge. How do I introduce my hotel in Brazil? Who are my potential customers in Brazil? What exactly will I offer to my customers? And how can I stimulate them to visit my hotel? This course will guide you through the steps of setting up an international marketing plan, which will give the answers to the questions above. You will gain essential marketing knowledge and skills that are a valuable contribution to becoming an interdisciplinary business professional.

## What is international marketing?

International marketing challenges you to set a complete marketing campaign for the introduction of a (new) service in a foreign market. Besides sharing fundamental marketing knowledge, this course offers you new theoretical and practical insights and tools to develop the marketing campaign in a successful way. By offering new perspectives and combining these with known marketing tools, you are able to improve your marketing research skills. In addition, you are challenged to translate this research into a creative and viable marketing campaign, focusing on online and experiential marketing.

## What does the semester look like?

The red line in this course is the structure of the international marketing plan we follow in order to create a viable marketing campaign. After the introduction, you choose your groups and start working on your project. The first 8 weeks will revolve around analysis and the input of the campaign. In class, theory is discussed and groups are challenged to apply this theory to their own projects. In these 8 weeks students present their input for their campaign in graded intermediate presentations. After the interim exam, the actual campaigning starts. You are challenged to start thinking about translating your findings from the first 8 weeks into an exciting campaign. You are challenged to start with the central message and content marketing and later in the process your actual event marketing strategy and digital marketing strategy that fits. In the end, the final exam consists of presenting the final campaign and an oral individual defence.

## Literature and Testing

- Reader with a combination of academic articles and book chapters
- Testing methods: 2 intermediate presentations, 1 final presentation, oral defence



## Specialization courses

Students could elect their preferred specialization course worth 6 ECTS. The courses offered are Global Sport Marketing, Leadership and Coaching, Business Psychology, International Events Management, International Customer Insights, PR & Social Media and Individual Research and Report writing.

### 1. Global Sport Marketing

#### Key words

Sponsoring, International Sport Events, PR, Branding, Media, Global Sports Market and the Sports Marketing Mix.

#### Why Sport Marketing?

Students who are passionate about sports and marketing get the opportunity to enter the international sport business and develop themselves in order to become an excellent sport marketer.

#### What is Sport Marketing?

This course will help you to develop the skill-set and knowledge base required by excellent sport marketers. As the global sport market continues to evolve, you will be challenged to think creatively and critically about the unique nature and environment of sport. You will develop your ability to think strategically and to apply the principles of sport marketing to situations where increasing participation, leveraging investment into sport or encouraging the sale of sport products and services are required. During the semester, you will work in a team to establish a new sports brand in the global sports apparel industry. Creativity, dedication, and passion are definitely the perfect ingredients for succeeding in this course.

#### What does the semester look like?

A creative and concrete sport marketing campaign should be developed. The lecturer will deliver various theoretic blocks (e.g. Sponsoring, Strategies, PR, Events, Branding, Media, Fans) which students could use as input for their marketing plan. This is an individual course, students are challenged to use a sport they are passionate about.

#### Literature and Testing

- All required literature will be provided by the lecturer in class
- Testing methods: individual final presentation.

## 2. Leadership and coaching

### Key words

Personal leadership, Talent identification, Talent development, Strategic leadership, Purpose-driven leadership, Coaching, Your personal context.

### Why Leadership and Coaching?

Leadership and Coaching (LAC) aims to inspire you to reflect on and create your future LAC context. The individual student is the unit of analysis of this course; the course focuses on you. You are facilitated to discover your leadership styles, your purpose, your mindset and your ambitions. Your lecturer has years of experience as a leader and coach in educational, business and sports contexts. You will be inspired to develop your leadership skills in a way that fits your background, personality, passion and interests! Your lecturer is leading his own company as well, in which he helps leadership and management teams improve their businesses. These experiences will be used to make the course fit with modern business life.

### What does the semester look like?

All subparts of the course are offered in a modern and innovative way, integrating academic, practical, future-oriented and personal leadership tools. This enables you to become an authentic leader/coach in your individual field of interest. A leader/coach with a passion for the context in which you operate and the ability to create an inspiring and dynamic environment that is designed for continuous development and performance for both the organization and the people working in it. The subparts are personal leadership, talent identification and development, strategic leadership, purpose-driven leadership and coaching. There is a lot of room to design (and even "teach") the course in relation to your individual needs!

### Literature and Testing

No required literature, all materials will be introduced in class.

- [1,0 ; 10,0] Final video assessment & Defence Week 16 (one repair at the end of the semester allowed in case of an insufficient grade).

### **3. Business Psychology**

#### Key words

Individual psychology, team psychology, organizational psychology

#### Why Business Psychology?

Human capital is one of the most important resources of an organization and therefore crucial to take care of properly. In order to stay competitive, organizations need to know how to structure the environment at work so that employees can be as happy and as productive as possible. Therefore, this course provides you insights into how to improve the working life of employees.

#### What is Business Psychology?

Business psychology provides a broad spectrum of psychology at entry level, with a focus on its relevance and application to an organizational context. You will develop your knowledge, skills and abilities in key areas of business psychology, including social psychology, cognitive psychology, cultural psychology and developmental psychology.

#### What does the semester look like?

The course is built up into 3 separate blocks. The first block focuses on individual psychology, where topics such as personality, motivation and selection & assessment are discussed. In the second block, topics concerning team psychology are highlighted, such as team composition, team performance and team dynamics. Organizational psychology is the focus of the third block, where topics such as learning, organizational culture and health & well-being are discussed. Every block provides a combination of theory and practice, by using discussion rounds, simulation games, guest lectures and more.

#### Literature and Testing

- All required literature will be provided by the lecturer in class
- Testing methods: 3 individual essays, 1 individual video presentation

## 4. International Events Management

### Key words

Event design, Event operations management, Experience Marketing

### Why International Events Management?

Increasing competitive pressures are forcing organisations to find new ways to engage customers. Event Management has gained momentum among professionals as it creates an ultimate customer experience through live and face-to-face communication. This experience has a huge potential in creating amazingly positive customer responses.

### What is International Events Management?

This course leads you through the stages of successful events management from design and idea generation up until the evaluation of events. Students are challenged to be creative, think strategically, create a helicopter view in the organisational and planning process and to be critical in the evaluation process. For students interested in (services) marketing, events and project management (services) this course teaches and enables you to design, plan, organise and evaluate creative and successful events.

### What does the semester look like?

Throughout the semester students are challenged to create, manage and evaluate their own ground-breaking event. They are responsible themselves for the organization and supported by theoretic principles and coaching.

### Literature and Testing

- All required literature will be provided by the lecturer in class
- Students create their own event in subgroups. The grade will be determined by a final video. In this video student groups record their event and justify their strategic event decisions.

## 5. International Customer Insights

### Key Words

Consumer behaviour, psychology, behavioural economics, marketing mix

### Why International Customer Insights?

Why do chocolates taste better when they are in a “luxury package”? And what does “luxury mean in for instance China or Italy? How do you find out what drives the Chinese/Italian customer? Global marketers have a deep understanding of the psychological drivers and (sometimes irrational) behaviour of the international customer. This course gives you the opportunity to become a truly global marketer.

### What is International Customer Insights?

This course discusses a wide range of factors that drive consumer behaviour by asking questions such as why is it such a bad idea to go grocery shopping on an empty stomach? (arousal), why do dieters give in so easily to forbidden food? (self-control) and why do men prefer zero coke to light coke? (expectations). During this course you will work with these factors so that you can apply these in the rest of your studies and future career. You will also learn what the implications are for an international marketing plan, by for instance adjusting pricing strategies or promotional activities.

### What does the semester look like?

During the course you will experience (irrational) consumer behaviour yourself by conducting experiments in an international context. In this way you really get to know the international customer. Afterwards, you will advise an international brand on how to deal with the surprising mind of an international customer.

### Literature and Testing

- Required book: Predictably irrational, Dan Ariely, 2010
- Testing methods: Logbook, final presentation, oral defence