**Module descriptions: International Business**

**Semester 1**

**PM01**[**Project: Investigate your market**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM01)

Choose a company and explore its industry (market) in a country of your choice. For example, analyse current trends (social, political, economic, technologic etc.) in China that will affect Louis Vuitton and the fashion industry or BMW and the automotive industry in this country. After analysing the country, take a deeper look at your chosen industry: how attractive is this industry for new companies to enter, how strong are competitors, who are the customers and what do they expect? You work in a group and summarise your results in a group report and presentation.

**PM02**[**Marketing Analysis**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM02)

Discover the basics of marketing and how it influences the decisions taken by managers. First you acquire knowledge on what companies do, how they trade and what role governments play in this process. Then you focus on marketing: How do you identify strengths and weaknesses of a company and how can these be used to stand out from the crowd? How do you develop new products, how do you choose the right price for them (high price vs. low price) and where do you sell them (own store vs. retailer; online vs. offline)? Demonstrate your knowledge in a written exam.

**PM03**[**Business Research I**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM03)

How does Royal Dutch Airlines know what passengers like to eat when flying? How does Apple know what new features would make us buy an Apple smartphone and not a Samsung one? They simply ask passengers or smartphone users – they do business research. Learn how to create a questionnaire to be filled out by hundreds of people and how do expert interviews. Additionally, you acquire basic skills in statistics so you can analyse the results of your research in Microsoft Excel. Finally, you demonstrate your skills during a written exam.

**PM04**[**Organisations and People I**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM04)

This module is stretched over two semesters. In the first semester, you focus on strategies and organisations. The second semester focuses on human resource management. After this first module, you will understand what companies are made of, what they are based on, what a company's strategy is, and how companies (re)define their strategy based on the strategy cycle. Furthermore, you learn how a strategy influences all parts of the business model and that the organisation of a company is derived from it.

**PM05**[**Effective Communication Skills I**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM05)

Due to the globalisation, it is increasingly important to have intercultural skills to be successful in business. This module provides you with intercultural awareness in relation to business communications. You train your communication skills and explore important verbal and non-verbal communication skills in English and how to apply them.

**PM06**[**Additional Language I**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM06)

Learn an additional foreign language to be prepared for an international career. Choose between Spanish and Dutch.

**PM07**[**Personal & Professional Development I**](https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/S1/PM07)

With the help and support of a mentor, you will work on your academic progress, career development, and professional and personal growth. You learn to set goals, manage your time efficiently and become aware of your strengths and weaknesses. You record your developments in an individual portfolio.

**Semester 2**

**PM08 Project: Investigateyour Company**

With this group project, you learn the basics of various business disciplines such as strategic management, finance, accounting, business ethics, human resources, and operations management. The task of the group project is to identify and make recommendations and improvements for the business situation of a given company.

**PM09 Accounting & Finance**

Explore financial accounting, management accounting, and finance in general. You dive deeper into the topics of costing and budgeting, while focusing on how to finance a business and make important investment decisions.

**PM10 Operations & Supply Chain**

Discover what is meant by supply chain and how crucial it is for a company. Likewise, the function and value of operations management are explored. You get an insight into the different facets and topics of the supply chain.

**PM11 Organisations and People II**

This module focuses on the area of human resources management. As a future company manager and executive employee, you will be involved in managing people. Acquire the necessary theoretical and practical knowledge in this module.

**PM12 Effective Communication Skills II**

Learn how to correctly apply important writing skills in the English language. You are trained in report writing, which will form the basis for the IB bachelor programme and provide a solid foundation for writing future reports. In addition, you learn to write business emails.

**PM13 Additional Language II**

Deepen your skills in the language you chose in the previous semester (Spanish or Dutch).

**PM14 Personal & Professional Development II**

This module follows up on the PM07 Personal & Professional Development I in semester 1. You deepen and further develop your professional and personal key competencies. Step-by-step, you design your own portfolio for your "personal branding".

**Semester 3**

**MM01 Project: Develop your business**

As part of a project team, you learn how to do an external analysis, segment markets, target a specific potential customer, position a company to gain a competitive advantage, and define a marketing strategy. Based on this, you build a business case, and design the operations necessary to successfully enter a new market.

**SUF01 Start-up Factory I**

The Start-up Factory is a project where you can choose between 4 different types of projects:

* Entrepreneurship: Do you want to start your own business? Practice during your studies. Create your own start-up business, come up with a product/service you plan to sell and summarise your business model in a business plan.
* X-Lab: Do you plan to become a consultant? Start during your studies. As part of a consultancy you do a project for a local business, e.g. you advise a German sports equipment company on how to enter the Dutch market.
* Social Enterprise: Are you a social person that wants to do good? After a short trip to our partner university in Zambia, you form a Dutch-Zambian team and work on a common social project.
* Commercial Film: Are you a creative person? Then prove your creativity by developing a commercial movie and presenting it at the official movie gala in Venlo.

Although these projects have different focuses, the methodology is generally the same and based on contemporary principles of Design Thinking and Lean Startup. As part of a project group, you will develop creative solutions for existing customer problems, while also conducting internal / external analysis, identify opportunities and create multiple scenarios taking into account financial / economic information.

**MM03 Business Intelligence I**

Business Intelligence is a global term for all processes, techniques and tools that support decision making based on information technology. This module enables you to understand underlying concepts, techniques and tools and subsequently help you make and/or prepare faster and more accurate decisions in a professional business environment.

**MM04 Effective Communication Skills III**

Improve your presentation skills with a focus on "intercultural skills". In times of internationalisation, it is important not only to know the differences in communication, but also in the different cultures to be successful as an entrepreneur.

**MM05 Additional Language III**

Deepen your skills in the language you chose in the previous semester (Spanish or Dutch).

**MM06 Personal & Professional Development III**

This module follows up on the PM14 Personal & Professional Development II in the second semester. You deepen and further develop your professional and personal key competencies. Step-by-step, you design your own portfolio for your "personal branding".

**Semester 4**

**SUF02 Start-up Factory II**

Continue with your chosen type of project that you do in a group for 1 year:

* Entrepreneurship: Do you want to start your own business? Practice during your studies. Create your own start-up business, come up with a product/service you plan to sell and summarise your business model in a business plan.
* X-Lab: Do you plan to become a consultant? Start during your studies. As part of a consultancy you do a project for a local business, e.g. you advise a German sports equipment company on how to enter the Dutch market.
* Social Enterprise: Are you a social person that wants to do good? After a short trip to our partner university in Zambia, you form a Dutch-Zambian team and work on a common social project.
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**MM07 Project: Drive your Business**

This group project focuses on adapting a company to changes in the market and business environment. For this purpose, you work on a business case. In the process, you determine the effects of the necessary changes and adjustments from an operational perspective.

**MM08 Business Intelligence II**

This module follows up on the related previous semester's module. You work on three different competency areas. In weeks 1-4, you will deal with strategic performance management and data visualisation. In weeks 5-10, you cover the whole range of topics from process management through "process mining." In the final weeks, you learn the tools of decision making and how to improve them.

**MM09 Effective Communication Skills IV**

Learn how to structure a large amount of information and how to professionally condense the most important data. In addition, you explore how to work effectively with people from a different corporate culture and how to communicate profitably within change processes.

**MM10 Additional Language IV**

Deepen your skills in the language you chose in the previous semester (Spanish or Dutch).

**MM11 Personal & Professional Development IV**

This module follows up on the PM07 Personal & Professional Development I in Semester 1. Deepen and further develop your professional and personal key competencies. Step-by-step you design your own portfolio for your "personal branding".

**Semester 5**

**Work Placement**

You do your first work placement and spend the whole semester at a company of your choice. Although it is your responsibility to apply at companies Fontys supports you in providing contact data of various companies. Additionally, you are prepared for writing a good letter of motivation, a convincing CV and how to master job interviews. Next to small and medium sized companies our students regularly do work placements at famous international companies such as BMW, Coca-Cola, Henkel, L’Oréal, Lufthansa, KPMG, Philips, Porsche, Samsung, Sony and many more.

**Semester 6**

**Minor**

Now is the time to specialise in a certain field. You may choose one of the specialisations (minors) offered at Fontys, e.g. “Doing Business in and with Europe” or “International Business Management”. Alternatively, you can spend this semester at one of our over 125 partner universities abroad in countries such as Australia, Brazil, Canada, China, India, Japan, Mexico, Spain, USA and many more.

**Semester 7**

**GM01 Project: Strategic review of a company**

Together with a project group, you form the management team of a company of your choice. At the same time, you are be part of the board of directors of two other companies owned by fellow students. The goal of this project is to identify, describe and analyse a specific industry and to develop an understanding of how industry dynamics affect companies.

**GM02 Business Research III**

This module prepares you for the upcoming bachelor thesis. For a company of your choice, a problem is identified and proposed solutions are developed. In this module you learn other important basics and methods to successfully do business research and present it in the form of a convincing report.

**GM03 & GM04 Specialisation Course**

Prior to the 7th semester you can choose two modules out of several options. Currently, the following modules are offered: Human Resource Management, Customer Behaviour, Supply Chain Management, Management and Control, Ethics & Sustainability, Mergers and Acquisitions, Business Psychology or Leadership and Coaching. This gives you the chance to specialise in one of the areas and give your studies an individual polish.

**Semester 8**

**GM05 Graduation Research Assignment**

You do your second work placement and spend the whole semester at a company of your choice. During this work placement, you write your bachelor thesis and present it to a committee at Fontys. Next to small and medium sized companies our students regularly do work placements and start working at famous international companies such as BMW, Coca-Cola, Henkel, L’Oréal, Lufthansa, KPMG, Philips, Porsche, Samsung, Sony and many more.

**GM06 Personal & Professional Development IV**

This module follows up on the PM07 Personal & Professional Development I in Semester 1. In this module you reflect on your last year of studies and develop a portfolio of your skills, knowledge and abilities. This reflection includes your entire study career visualising an overall picture of your development.