









Fontys International Business School

General information											
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Academic information											
Study programmes	 http://fontysvenlo.nl/en/exchange/										
	<p>Fall semester 2018</p> <table> <tr> <td>Introduction</td> <td>23 - 24 August</td> </tr> <tr> <td>Lectures and exams</td> <td>27 August – end of January</td> </tr> <tr> <td>Fall break</td> <td>15 – 19 October</td> </tr> <tr> <td>Exams and retakes</td> <td>December and January</td> </tr> <tr> <td>Application deadline</td> <td>15th May 2018</td> </tr> </table> <p>Exams: Exchange students have the right to do at least 1 exam for each course on their learning agreement. The dates of the exams differ per programme. The schedule of the exact dates will be published 2 weeks in advance of the exams.</p> <p>Retakes: Students may partake in a retake, but do not have the right to. Most retakes take place at the end of the academic year, or after the date that incoming exchange students need to move out of their accommodation. FIBS does not send exams/retakes to exchange students. No alternative assignments will be offered. If regular retakes are scheduled before the departure date, students are allowed to sit in on those retakes. If students want to return to sit in on a retake, then that is allowed as well.</p>	Introduction	23 - 24 August	Lectures and exams	27 August – end of January	Fall break	15 – 19 October	Exams and retakes	December and January	Application deadline	15th May 2018
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Deadline	Partner universities need to send the nominations before the deadline of application.										

Teaching Language	English
ECTS	A student's workload is measured in ECTS credits (European Credits Transfer System). According to Dutch law, one credit represents 28 hours of work and 60 credits represents one year of full-time study. The grading system used in the Netherlands is on a scale from 1 (very poor) to 10 (outstanding).
Requirements	Different per programme so check the requested programme on www.fontysvenlo.nl/exchange
Additional	
Fontys way of studying	At Fontys you study in various ways. There are lectures in classrooms with about 25 other students. In practical lectures you work independently or with a project team on your assignments. The campus offers a wide array of facilities to study alone or with a group. During the whole study programme you will work in projects, a method which will stimulate a hands on, independent way of working. At Fontys we believe in interaction. We like it when you ask questions during lectures and also outside lectures we are there for you.
Buddy programme	Every international student coming to Venlo will have a personal Fontys buddy. The buddy will inform them about important matters before arrival and help them find their way upon arrival in the Netherlands. We do not offer an airport pick-up but the buddy will meet the student at the Venlo train station.
Tuition fees	Students of partner universities do not pay tuition fees, as a student from a non-partner university you will need to pay 70 Euro per ECTS.
Costs of living	€600 - €800 a month, this also covers rent
Accommodation	We advise students to rent Fontys arrange accommodation (dormitory nearby campus) but it is possible for students to arrange their own accommodation. If a student would like to reserve a room they can do this by filling out the accommodation form which will be provided during the online application. Monthly rent will be between 350-400 euro.
Visa	Required for all non EU students, Fontys will apply for this and provide all the information timely.
Insurance	Recommended for all exchange students (information will be provided through the online application system) but mandatory for all non EU students who will receive this information during the visa application.
Study Abroad Fair	Every October we organise a Study Abroad Fair for our students. We appreciate to receive information from our partners to use at the fair and the help from our incoming students from our partner universities.



The city of Venlo

Venlo is a border city without any barriers. It is a city with a history dating back to Roman Times and it has an intercultural tradition, located centrally within Europe. It is a very safe city that is easily accessible. Venlo is small enough not to get lost, but big enough for fun and action. Your studies will keep you busy, but will definitely allow you some time to become acquainted with at least your immediate surroundings.

Fontys offers its international students two options of accommodation. Rooms in dormitories or rooms from private landlords. In order to use this offer you will need to fill in and return the accommodation form before the set deadline. On the form you are able to indicate a preference. If you return the form in time Fontys guarantees your accommodation. By placing a request for accommodation with the accommodation form you will be informed by us about your placement and you will be asked to transfer a deposit to the housing company which has to be paid in advance in order to set up the contract. We strongly advise international students to use our offer for guaranteed housing. It's the easiest and safest way to a nice room in Venlo.



Activities

Fontys organizes various activities each semester. You can join the daytrips to cities and places in the area for a student-friendly amount. Like a daytrip to the Hague, or theme park the Efteling. Together with Student Sports Venlo, Fontys offers a wide range of sports to exchange students. There will be competitions organized such as Beach Volleyball, Fontys Football league and Blackminton.



Besides these competition activities, Fontys offers several sports to practice such as Basketball, Urban Dance, Fitness, Football and Volleyball. It is also possible to participate in a run or mud-run, Venlo organizes the Venloop and Venlo Stormt. Fontys participates as a team which you can join! Be aware that some of these activities are on an annual basis.



Zumba



Blackminton Tournament



Fontys Venloop

Transport

Transportation by *bicycle* is most used by the Dutch themselves and is practiced on special marked red coloured cycling paths painted on almost every road in the city. The fact that a person rides a bicycle is not taken as a sign of relative poverty. In fact, social status has nothing to do with it.



The Dutch *public transport*

system is very safe, comfortable and clean. Venlo offers two options of public transport: bus and train. The bus is generally used for short distance travel. From the train station in Venlo you can travel to almost any place in the Netherlands within 2-3 hours. Travelling to Germany is also directly possible from Venlo. You will reach Düsseldorf in 45 min. and Cologne in 1 hour.



If you want to drive a *car* in the Netherlands do not forget to check if your current driver's license is accepted in the Netherlands or if you might get an international driver's license.



Although *taxis* are operational in Venlo for most students they are not really affordable due to the high transportation fares. Our advice: only use taxis if there is no other way possible.

If you want to see a little bit more of Europe, you will be able to obtain cheap tickets to some of the capitals in Europe like London, Paris, Berlin, Rome or Madrid. Especially the low fare carriers flying from the nearby *airports* like Niederrhein, Eindhoven or Düsseldorf might be interesting.





Fontys is a leading European university of applied sciences, which includes 29 institutes located in the South-East of the Netherlands. Fontys International Campus Venlo, together with Eindhoven and Tilburg, is one of the three largest Fontys campuses, located right at the border with Germany.

Fontys International Campus Venlo houses three institutes – Fontys International Business School, Fontys School of Technics and Logistics and Fontys Institute for Teacher Training. Fontys International Business School (or FIBS) is the biggest and most international of the three institutes, having active partnerships and student exchange with over 100 universities around the world.

Exchange programmes at Fontys International Business School



Exchange students at FIBS can choose a suitable programme from the following study courses:

- International Business
- International Marketing
- International Finance & Control
- International Fresh Business Management
- English Language, European Culture and Marketing
- Minor programmes

A detailed description of each programme is available on www.fontysvenlo.nl/exchange

All programmes have a list of set courses. Students do not have to choose all courses from each programme, but it is not allowed to combine courses from different programmes.

Most programmes require students to have a business- related major study and an English language level equivalent to IELTS 6.0.

Most study programmes have a limit for the number of accepted students per semester. Students are registered into a programme on a *first-come, first-serve* basis. If a particular programme is full, then students have to choose a different programme.

Application

- ***Students from partner universities***

The beginning of the admission for each semester is announced to partners via e-mail. The application process is done via an online programme called Mobility Online. Once the admission for the next semester is open, the representatives of partner universities receive a link for the application programme.

Nominated students have to make an account in Mobility Online and follow their workflow, which instructs the student in each step of the application and provides the forms of the necessary documents.



The application deadline for Fall 2018 is May **15th, 2018**, by which time the student must have registered in Mobility Online. [Documents can still be uploaded after this date.](#)

- ***Students from non-partner universities***

Students from non-partner universities can apply as fee-paying students, in which case tuition fee costs will be added at the amount of € 70 per ECTS. Fee-paying students apply through forms we send them after receiving a nomination.

Accommodation and living in Venlo

Fontys does not have dormitories on campus, but students can apply for a dormitory off-campus with shared bathroom and kitchen facilities. The room will be furnished, and contains at least a bed (including duvet and pillow and 1 set of bed linen), cupboard, desk and chair. All accommodations are located within 5-10 minutes cycling distance from the campus and the rent ranges from € 350 to € 400 per month. Rooms are between 9 and 15 m².

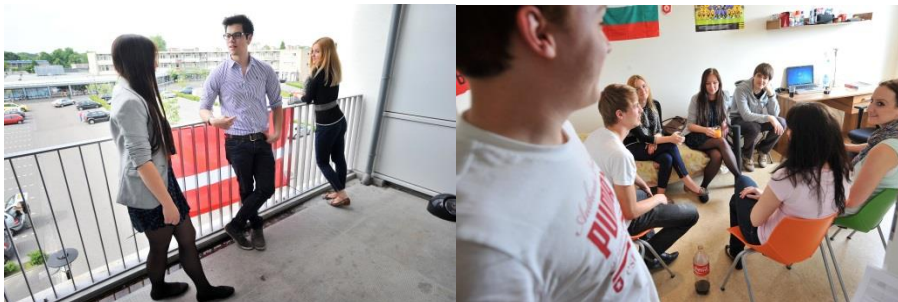
It is common, that the accommodation agency will require the following additional costs before students can have access to their rooms:

- Two months of rent
- A refundable deposit, usually amounting to one month of rental fees, as a security bond in relation to any possible damage or extra cleaning of the accommodation

For accommodation application, students have to submit an accommodation form to Fontys by **June 15th, 2018**. This form is available through Mobility Online, the student will reach this step in the programme automatically.

Please note, that a submitted accommodation form is a binding contract and students are assigned to their individual rooms by the accommodation agency.

Additional living costs for a student in Venlo range from € 600 to € 800 per month. This amount covers rent, food, public transportation, study materials and other general costs.



One of the dormitories

Visa application

All non-EEA students need to have a residence permit during their stay in the Netherlands. Depending on the student's nationality, an additional entry visa or MVV may be necessary for entering the Netherlands.

Visa and residence permit application is started by Fontys after students have reached this step in Mobility Online. Students will receive a password and username for the visa application programme Visacare, where they have to upload the required documents within two weeks after receiving the log-in data for Visacare. Once a student has submitted all necessary documents in Visacare, the application will be sent to the IND (Dutch Immigration), where the decision of the application will be given within three weeks. The student is notified via Visacare once the application is approved.

We recommend students to start their Mobility Online workflow as soon as possible, to reach the visa step in time. The visa application takes about 4-6 weeks to finish and after that, the student still needs to make an appointment at the embassy, which can take another couple of weeks.

We strongly recommend students do not book their flight to the Netherlands before they have received a confirmation of their visa approval from IND and (if necessary) have received the MVV.

Please see a detailed overview of the visa application costs and requirements in the separately sent document.

Registration at Venlo City Hall

All students have to register at city hall. Fontys will make the appointment for you. You will receive an e-mail informing you about the documents you need to collect.

Buddies

Each exchange student will have a buddy, an older Fontys student, who will guide the student through the arrival and the first weeks in Venlo. Each buddy will assist a group of students assigned to him/her. The students will be contacted by their buddy approximately 1 month before their arrival.



Student sports Venlo

If you are interested in doing sports during your semester, please take a look here: www.studentsportsvenlo.nl

Contact information:

Website www.fontysvenlo.nl/exchange

Contact email: exchangevenlo@fontys.nl

Programmes Fontys International Business School

Incoming exchange students from partner universities can choose from a variety of programmes in English. There are three types of programmes students can choose from:

1. A semester programme as part of one of our bachelor programmes:
 - International Marketing (1st, 2nd, 3rd and 4th semester)
 - International Business and Management Studies (1st, 2nd, 3rd, 4th and 7th semester)
 - International Business Economics (1st, 2nd, 3rd, 4th and 7th semester)
 - International Fresh Business Management (1st, 2nd, 3rd and 4th semester)
2. A minor International Business Management and Marketing
3. A minor English Language and European Culture

1) A semester programme as part of one of our bachelor programmes

International Marketing

International Marketing prepares you to react to the needs of customers in an international environment by offering subjects such as market research, marketing law, consumer behaviour and e-marketing.

As an International Marketing student you will gradually transform into a marketing expert with experience in working in an international environment. You will gain further international experience on our campus where you will meet lots of students from over 50 countries!

Fall	Spring
<p>First year programme</p> <p>Project: Organization of businesses 5 ECTS Marketing Processes 5 ECTS Accounting 5 ECTS International Business / Costs 5 ECTS Business Mathematics 5 ECTS Dutch for beginners 2 ECTS Business English 2 ECTS FIBS Research project 1 ECTS</p>	<p>First year programme</p> <p>Dutch for beginners 2 ECTS Project Business Plan 5 ECTS Marketing Analysis 5 ECTS Economic Research 5 ECTS Economics 1 5 ECTS Social and communication skills 3 ECTS Business English 2 ECTS Dutch 2* 2 ECTS Law 2 ECTS FIBS Research project 1 ECTS</p>
<p>Second year programme</p> <p>Statistics 4 ECTS Marketing Law 4 ECTS Strategic Management 5 ECTS Brand Management 5 ECTS Sustainable Innovation 3 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS</p>	<p>Second year programme</p> <p>Marketing Controlling 4 ECTS Marketing Synthesis 4 ECTS Marketing Research 3 ECTS Consumer Behavior 4 ECTS Economics & Methodology 3 ECTS SPSS 3 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS Dutch 2* 2 ECTS</p>

	<p><i>* Dutch 2 is only for students who started their full year exchange in Fall and who followed Dutch for beginners in the 1st semester</i></p>
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International Business Economics

As a student of International Business Economics it is important that you are able to provide financial figures including forecasts, profit and loss accounts, and budgets. You will be broadly educated regarding the economic background of companies through a range of subjects such as business administration, business information systems, accounting, controlling and taxes. Besides being able to draw up financial figures you need to be able to communicate financial information to other departments or companies (for example potential customers).

In the programme you will learn how to answer the following questions:

- How do I manage an enterprise?
- Where can I make high profits?
- How can I keep the costs in control?
- How do I behave in an international context?
- Which influence does the international tax law and the worldwide finance- and commerce market have?

Fall	Spring
<p>First year programme</p> <p>Project: Organization of Businesses 5 ECTS Marketing Processes 5 ECTS Accounting 5 ECTS International Business 5 ECTS Business Mathematics 5 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS</p>	<p>First year programme</p> <p>Dutch for beginners 2 ECTS Fontys Project 6 ECTS Finance 5 ECTS Accounting 5 ECTS Economics 5 ECTS Social and Communication Skills 3 ECTS Business English 2 ECTS Dutch 2* 2 ECTS Law 2 ECTS FIBS Research Project 1 ECTS</p>
<p>Second year programme</p> <p>Business Administration 5 ECTS Business Information Systems 1 (EXCEL) 4 ECTS Finance 1 4 ECTS International Financial Markets 4 ECTS Computer Based Accounting 4 ECTS Operational Management 3 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS</p>	<p>Second year programme</p> <p>Business Administration 2 5 ECTS Business Information Systems 2 4 ECTS Human Resource Management 4 ECTS Controlling & Cost Accounting 4 ECTS Sustainable Innovation 4 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS Dutch 2* 2 ECTS FIBS Research Project 1 ECTS</p> <p><i>* Dutch 2 is only for students who started their full year exchange in Fall and who followed Dutch for beginners in the 1st semester</i></p>

Fourth year programme

Taxes 5 ECTS

Finance 2 5 ECTS

Controlling & Cost Accounting 5 ECTS

Financial Reporting 5 ECTS

Strategic Management 5 ECTS

Business Intelligence 4 ECTS

Dutch for beginners 2 ECTS

Business English 2 ECTS

International Business and Management Studies

International Business and Management Studies is a broad business study programme covering all departments of a company: from general management to human resources, marketing and finance. The programme aims at preparing you for a management position within an international business environment. Examples of projects you will work on are; writing a business plan for a company, managing the acquisition of a foreign company or advising organisations on whether to stay or leave a market. After your studies you will be able to either lead a company, manage one of its many departments or found your own company.

Fall	Spring
<p>First year programme</p> <p>Dutch for beginners 2 ECTS Fontys Project 6 ECTS International Business and Finance 5 ECTS Statistics 5 ECTS Economics 1 5 ECTS Social and Communication skills 2 ECTS Business English 2 ECTS Business and Operations 3 ECTS</p>	<p>First year programme</p> <p>International Marketing 5 ECTS Project Financial Analysis 5 ECTS Sustainable Innovation 3 ECTS Economics 2 5 ECTS Management and Leadership 4 ECTS Negotiation Skills 2 ECTS Spanish 2 (prior knowledge required) 2 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS Dutch 2* 2 ECTS</p>
<p>Second year programme</p> <p>International Finance & Accounting 5 ECTS Project International Outlook 5 ECTS Quality Management 3 ECTS International Law 4 ECTS Project Business Research 5 ECTS Spanish for beginners 2 ECTS Dutch for beginners 2 ECTS Fontys Project 6 ECTS Business English 2 ECTS</p>	<p>Second year programme</p> <p><i>You can choose between two streams. Please be aware you are not allowed to mix courses. Subjects to choose from within the regular stream:</i></p> <p>Leading Change 5 ECTS Project E marketing 4 ECTS Management and Control 5 ECTS Human Resource Management 5 ECTS Supply Chain Management 5 ECTS Advanced Research Methodology 2 ECTS Elective: choose either Management Game or Business Ethics 3 ECTS Dutch for beginners 2 ECTS Business English 2 ECTS Dutch 2* 2 ECTS</p> <p><i>* Dutch 2 is only for students who started their full year exchange in Fall and who followed Dutch for beginners in the 1st semester</i></p>

	<p><i>Subjects to choose from within specialization business services stream:</i></p> <p>Leading Change 5 ECTS Project E business 4 ECTS Business Services Management and Control 5 ECTS Human Resource Management 5 ECTS Supply Chain Management 5 ECTS Advanced Research Methodology 2 ECTS Data mining 3 ECTS Dutch for beginners 2 ECTS Business English 2 ECTS Dutch 2* 2 ECTS</p> <p><i>* Dutch 2 is only for students who started their full year exchange in Fall and who followed Dutch for beginners in the 1st semester</i></p>
<p>Fourth year programme</p> <p>Leading Change 5 ECTS Project E marketing 4 ECTS Management and Control 5 ECTS Human Resource Management 5 ECTS Supply Chain Management 5 ECTS Advanced Research Methodology 2 ECTS Elective: choose either Management Game or Business Ethics / Data Mining* 3 ECTS Dutch for beginners 2 ECTS Business English 2 ECTS</p> <p><i>* It will be decided at a later stage whether Business Ethics or Data Mining will be offered</i></p>	

International Fresh Business Management

Within the programme you learn for example which logistical processes a tomato went through from being a seed to ending up on your pizza (including organization, transport planning and packaging). Moreover, you learn how to market fresh goods. This would mean for instance, that you'll learn to do market research on newly developed tomatoes (is the customer interested in buying this tomato? Does he like the taste of the tomato?).

Food marketing addresses all aspects relevant for selling fresh produce: from market research and analysis to the development of strategic marketing plans and the development and implementation of operational marketing and sales plans.

Food logistics organizes the flow of fresh produce from seed to plate. You pay attention to buying, organization, production, transport planning and packaging. You learn how to manage the supply chain and how to build long term relations with satisfied suppliers and customers. You also acquire basic knowledge of accountancy, economics, management skills, communication skills and Dutch and English.

Fall	Spring
<p>First year programme</p> <p>Block 1 Project I Consumer 2 ECTS Fresh Business Knowledge I 1 ECTS Fresh Business I 2 ECTS Fresh Economics 3 ECTS Fresh Chain Management I 3 ECTS Research Skills I 2 ECTS Management Skills and Entrepreneurship I 1 ECTS Language Skills Dutch I 1 ECTS</p> <p>Block 2 Project II Retail 2 ECTS Fresh Business Knowledge II 1 ECTS Fresh Business II 4 ECTS Fresh Economics II 2 ECTS Fresh Chain Management II 3 ECTS Research Skills II 1 ECTS Management Skills and Entrepreneurship II 1 ECTS Language Skills Dutch II 1 ECTS</p>	<p>First year programme</p> <p>Block 1 Project III Processing and Trade 2 ECTS Fresh Business Knowledge III 1 ECTS Fresh Business III 3 ECTS Fresh Economics III 2 ECTS Fresh Chain Management III 4 ECTS Research Skills III 1 ECTS Management Skills and Entrepreneurship III 1 ECTS Language Skills Dutch III 1 ECTS</p> <p>Block 2 Project IV Agriproduction 2 ECTS Fresh Business Knowledge IV 1 ECTS Fresh Business IV 3 ECTS Fresh Economics IV 3 ECTS Fresh Chain Management IV 3 ECTS Research Skills IV 1 ECTS Management Skills and Entrepreneurship IV 1 ECTS Language Skills Dutch IV 1 ECTS</p>

Second year programme	Second year programme
BIZZ Project V Consumer & Retail 5 ECTS Fresh Business Knowledge V 3 ECTS Fresh Business Economics V 6 ECTS Fresh Chain Management & Economics V 6 ECTS Research Skills V 2 ECTS Management Skills and Entrepreneurship V 3 ECTS Dutch for beginners 2 ECTS Business English skills 2 ECTS FIBS Research Project 1 ECTS	Project VI Processing & Production 4 ECTS Fresh Business Knowledge VI 4 ECTS Fresh Business & Economics VI 6 ECTS Fresh Chain Management & Economics VI 5 ECTS Research Skills VI 4 ECTS Management Skills and Entrepreneurship VI 2 ECTS Dutch for beginners 2 ECTS Business English 2 ECTS FIBS Research Project 1 ECTS

2) English Language, European Culture and Marketing

In this programme we welcome you as exchange students from our partner institutes. Within this programme we aim to offer you a choice of courses in which to develop your confidence and skills in your use of the English language alongside subject specific courses related to our Business school and the cultural journey you are undertaking as an exchange student.

Fall / Spring
<ul style="list-style-type: none"> • Cambridge English – Business Result (advanced) 15 ECTS Option to pay for English exam at the end for certificate if not, credits based on attendance to sessions IELTS score: 6.5 recommended • Beginners English – Speaking skills 15 ECTS No IELTS necessary • PLA2 Marketing for beginners 10 ECTS IELTS score: minimum 6.0 • PR& Social Media No IELTS necessary • International Events Management No IELTS necessary • Fontys Project 6 ECTS IELTS score: minimum 6.0 • PLA14 Meeting and Presentation skills 2 ECTS No IELTS necessary • Culture 5 ECTS No IELTS necessary • PLA7 Dutch 2 ECTS No IELTS necessary • Fontys Didactic Training “The Art of Teaching Project” IELTS score: minimum 5.0 • Dutch Language and Culture Certificate No IELTS necessary

3) Minor International Business Management and Marketing

Create your own individual programme by choosing from the courses below.

International Management (12 ECTS)

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 literally take you into international companies to show you what decisions CEOs are facing. Together, we will increase your knowledge of strategic management, your skills to analyse international business contexts and your ability to professionally deliver your message. This will help you to become a successful business leader in the future!

International Marketing (12 ECTS)

Companies nowadays operate in highly dynamic and international environments. Planning is therefore essential for companies who want to introduce new products or services in new markets. The red line of this course is the subsequent steps of setting up an international marketing plan. You will be confronted with the challenges that international marketeers experience on a daily basis. Highly up-to-date marketing and research tools will be used to transfer the knowledge and skills that enable you to solve these problems. Some of the main topics that will be discussed during this course include consumer behaviour, blue ocean strategy, content marketing, online marketing and value-based pricing.

International Business Economics (12 ECTS)

ERP systems integrate (or attempt to integrate) all data and processes of an organisation into a unified system. A typical ERP system will use multiple components of computer software and hardware to achieve the integration. A key ingredient of most ERP systems is the use of a unified database to store the data for the various system modules. Next to this students should understand the importance of controlled processing in organizations in terms of Quality and Risk Management and should be able to audit internal processes.

PR & Social Media (6 ECTS)

Think about how a video goes viral. It's not because it was pitched to a journalist – it's because the content itself was so amazing, people couldn't help but share it. Social media allows you to reach anyone, anywhere in the world, and if you have the right content it can be the catalyst that gets your content firmly in front of your target audience. Dealing with PR & Social media is an indispensable skill for the modern manager and marketer. During this course you will learn the most crucial tips and tricks how to reach and involve your customers with the help of social media. You get the opportunity to run an exciting project with your fellow students: you will apply the tools in a real life setting.

Business Psychology (6 ECTS)

A broad spectrum of psychology at entry level, with a focus on its relevance and application to business, marketing, sales, and management (multidisciplinary context). You will develop your knowledge and (soft) skills in key areas of psychology, including cultural psychology, social psychology, developmental psychology, cognitive psychology, personality and individual differences.

International Events Management (6 ECTS)

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. This course leads you through the stages of successful events management from design and idea generation up until the evaluation of events.

Individual Research Project (6 ECTS)

In the challenging day-to-day activities, decision making support could be really helpful for managers because of various reasons. Managers may need for information, they lack specific knowledge, or feel the need for an objective 'second opinion'. In these situations an 'information gap' exists. In fact, there is a gap between the 'actual' and desired situation in a company. Research is the process of finding solutions for a problem, after a thorough study and analysis of the situational factors. Therefore, a structured research project could be really helpful for companies. During this semester students will carry out their own research project, supported by a coach.

Leadership and Coaching (6 ECTS)

Students who want to develop their leadership and coaching style in strategic, professional or personal contexts will be trained in the knowledge, skills and attitude to become successful leaders, coaches and/or managers. Your lecturer has years of experience as a strategic leader and coach in educational and sports contexts and your guest lecturers are leading leaders / coaches in their respective fields. They will inspire you to develop your leadership skills in a way that fits your background, personality, passion and interests!

International Customer Insights (6 ECTS)

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.

Global Sport Marketing (6 ECTS)

This course will help you to develop the skill-set and knowledge base required by 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.

PLA7 Dutch for beginners (2 ECTS)

This course helps the student to acquire a practical knowledge of spoken Dutch. This course focuses mainly on spoken Dutch. However, listening, reading and writing skills are being considered as well.

PLA14 Business English (2 ECTS)

Meetings are essential communications tools for running a company. They are fundamental for decision making and conveying information. When they are well run, they contribute to the social atmosphere within a team, whereas poorly run meetings become a source of frustration and disappointment. The reality is that few people actually like meetings. This is often because participants have scant experience in how to effectively contribute to meetings. In addition, meetings are often poorly planned and executed by the meeting chairperson. In both cases, it is essential to clearly establish the aims of the meeting and ensure that all participants are well prepared for the meeting. Again, the point is to get things done effectively so as not to waste one's own time and the time of others.

You will learn not only how to prepare a meeting, but also participate in and lead a meeting. You will come to understand how planning and executing meetings can actually save you considerable time and energy. Moreover, you will discover that meetings, when run properly, are very useful tools for getting things done. Want to be a good manager? Pay attention now and learn how to contribute and to lead meetings effectively!