



This TER is only applicable to students who are enrolled for study year 2019-2020 (re. law/procedures etc.). Further study programme specific information for each cohort can be obtained from the FIBS portal.

No rights can be derived from this translation.
The original Dutch text is leading in case of disputes or ambiguity.

**Study programme section of the Students' Charter
with the 2019-2020 Teaching and Examination Regulations
of the Bachelor's programme**

<i>Name of the study programme</i>	Marketing Management registered name: Commerciële economie Major subject: International Marketing*
<i>Study programme code</i>	34402
<i>Type of study programme</i>	full-time
<i>Location of the classes</i>	Venlo
BRIN number:	30 GB
Institute's number:	27

The study programme's section of the Students' Charter was adopted by the institute's director on **3 June 2019**, after obtaining the IPC's consent on **3 June 2019** and the PC consent on **27 May 2019**.

The teaching and examination regulations of the study programme expand on the general section of the teaching and examination regulations of Fontys Bachelor's programmes.

This general section for the 2019-2020 academic year was established by the Executive Board on 11 December 2018, following the consent of the students' section of the CPC, which was given on 17 January 2019.

* The study programme International Marketing (Commerciële Economie) will only issue diplomas in English. The title of the study programme on the diplomas is conform to the official Croho-registration which says:

Marketing Management, officially registered as 'Commerciële Economie', with the supplementing text 'major subject International Marketing'.

Key

Blue	specific details applicable to the study programme are to be included
Purple	study programme specific text

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A – Teaching and Examination Regulations

Section 1 General

Article 1 Definitions

Academic year	The period from 1 September up to and including 31 August of the following year.
Advice regarding the continuation of studies	Advice given to students at the end of the first year of the foundation phase of a Bachelor's programme regarding the continuation of their studies either with the programme or elsewhere. This advice may entail a binding rejection (binding negative study advice).
Assessment	Generic term for tests aimed at assessing a student's competencies in a professional situation that is as authentic and realistic as possible.
Assessor	An examiner that grades the student's progress in acquiring the required competencies.
CAA	Centre for Administrative Activities. The CAA is the internal partner within Fontys of the representative and participatory bodies and their discussion partners with respect to optimising how these bodies function.
Certificate	The certificate as referred to in Section 7.11 of the Dutch Higher Education and Research Act (<i>Wet op het Hoger Onderwijs en Wetenschappelijk Onderwijs</i> , WHW).
CPC	Central Participation Council
Cohort	The group of students who are enrolled for the first time in the foundation year of a study programme on the same reference date to which the prevailing Teaching and Examination Regulations (TER) apply. For students who enrol in a higher year, cohort membership is determined on an individual basis.
Competency	A cluster of related knowledge, skills and attitudes that influences a substantial part of a person's job, is related to the performance of the job, can be measured and tested against accepted standards and can be improved through training and development.
<i>Competency examination</i>	<i>A test to assess whether a student has certain competencies.</i>
Component test	If an interim examination consists of several tests, each of those tests is referred to as a component test.
Coordinating institute	The coordinating institute is the Fontys Institute which bears final responsibility for the development, implementation, assessment and improvement of a minor programme.
Credit	One credit equals 28 standard study-load hours. Students are awarded credits on passing the interim examination of a unit of study. The international term for credits is European credits (EC's).
Education components	The courses offered to students to help their learning process.
CROHO	Central Register of Higher Education Study Programmes, which is a register of all study programmes. Students that pass the interim examinations of a study programme registered in CROHO are entitled to an official higher professional education certificate with the associated degree (Associate degree, Bachelor or Master).
Deficiency	Any required prior qualification(s) a student lacks.
Differentiation	A specific definition of the curriculum within a programme, from the start of the programme that contributes to the development of generic or specific competencies aimed at deepening a specific area of knowledge in the professional field, application throughout the programme.
Diploma supplement	Document drawn up in accordance with a European format that is added to the certificate and states the nature, level, context, content and status of the study programme.
Dual-study programme	A dual-study programme is organised in such a way that education is alternated with one or more periods of professional practice related to the study programme. The study programme therefore consists of an educational segment and a practical segment, both of which are integral parts of the study programme.

DUO	Short for <i>Dienst Uitvoering Onderwijs</i> , a government agency charged with implementing education legislation and regulations of which the IB Group forms a part.
Diploma with subject combination	Former senior general secondary education (<i>HAVO</i>) or pre-university education (<i>VWO</i>) diploma based on subject combinations. These diplomas were issued before the <i>HAVO</i> and <i>VWO</i> profiles were introduced (from 1998).
ECTS	European Credit Transfer System. The system that is used to express credits in order to facilitate international comparison. See also: credits.
EVC (RPL)	<i>Erkenning van eerder Verworven Competenties</i> (Recognition of Prior Learning).
Examination	Completion of (the foundation-year phase of) a study programme. The final examination may also include a supplementary assessment conducted by the Examination Board.
Examination Appeals Board	The Board as referred to in Sections 7.60 up to and including 7.63 of the WHW and Articles 45 and 46 of the Students' Charter. The organisation, duties and powers of the Board are laid down in the Rules of Procedure adopted by the Examination Appeals Board and approved by the Executive Board.
Examination Board Examiner	The board of persons referred to in Section 7.12 of the WHW. Member of staff who is designated by the Examination Board to administer examinations and assess the results thereof or an external expert.
Executive Board	The administrative body of Fontys University of Applied Sciences, as described in the articles of association and the WHW.
Executive institute	A Fontys institute responsible for the execution of a minor.
Exemption	Full or partial exemption from meeting enrolment and / or admission conditions and / or sitting interim examinations.
Exit assessment	<i>Part of the competency examination administered at the student's request when he or she wishes to terminate his or her study programme prematurely.</i>
Exit qualifications	Qualifications students must have on completing the study programme.
Fontys minor	A minor open to all Fontys students, so long as they meet any admission criteria for the minor, with a focus on overarching and distinctive themes.
Foundation year	First phase in a Bachelor's programme.
Fraud	Any act (including plagiarism) or omission that either partially or fully impairs the correct assessment of a person's knowledge, understanding, skills, competencies, professional attitude, powers of reflection, etc.
FSS Board	Board charged by the Executive Board to implement the student financial support scheme (FSS), now known as the Profiling Fund Board.
FSS scheme	<u>Scheme</u> for the granting of support to Fontys students in the form of graduate funding, committee member grants or holiday allowances from the profiling fund, now known as the <u>Profiling Fund Scheme</u> .
Full-time study programme	A full-time study programme is a study programme whose structure is such that students are assumed not to participate in any activities other than academic activities.
Hardship clause	A provision in a law or regulation that makes it possible to deviate from regulatory provisions in favour of the student or external student.
He / him	Wherever 'he/him' is used in these rules, this should also be understood to mean 'she / her'.
IELTS	International English Language Teaching System, a tool used to determine a student's command of the English language.
Institute	The operational unit at Fontys that is, in particular, responsible for organising Fontys's core competencies and that executes the primary processes.
Institute Director	The staff member charged with running a Fontys institution.
Institution	The Fontys Universities of Applied Sciences.
Intake assessment	Portfolio assessment conducted at the student's request to validate previous learning experiences prior to enrolment in the study programme. A fee covering the costs is charged for an intake assessment.
Intake interview	Interview conducted at the student's request prior to the start of the study programme if the student believes that he or she has competencies acquired previously. An intake interview comprises a general assessment from which no rights can be derived by a student.

Interim examination	An examination of the knowledge, understanding, skills and / or competencies of a student required to conclude a unit of study, including an assessment of the results of such an examination (<i>Section 7.10(1) of the WHW</i>). An interim examination may consist of one or more component tests.
IPC	Institute Participation Council
Main subject	A specific definition of the post-first year programme.
Major	<i>That part of the Bachelor's programme with a study load of 210 credits that contributes to the competencies associated with the programme and that is directly related to the study programme(s)'s registration in the CROHO.</i>
Minor	<i>Programme of optional subjects within a Bachelor's programme with a study load of 30 credits that contributes to generic or specific competencies.</i>
Minor regulations	Regulations that describe the content, the education components, the testing and the completion of a minor. The regulations of all minors offered by Fontys can be found on the Fontys website (www.fontys.nl/minors). The regulations of the minors associated with a particular study programme have been included as an appendix of the study programme's TER.
Nt2 diploma	Diploma of the Nt2 official state examination in Dutch as a second language, of which programme II is considered to be the guideline for admittance to higher education.
Occupational requirements	The legal requirements to which the practice of a particular profession is subject (<i>Section 7.6 of the WHW</i>).
Part-time study programme	A part-time study programme is a study programme whose structure is such that the student is able to participate in supplementary activities, either work-related or educational, alongside the study programme.
Portfolio	A collection of evidence, digital or otherwise, with which students can demonstrate that they master the competencies of a particular study programme.
Post-foundation year phase	Second phase of a Bachelor's programme.
Principle	All study programmes offered are based on one of the following principles: non-denominational private education (NPE), Roman Catholic (RC), Protestant Christian (PC) or a combination of general special education, Roman Catholic and Protestant Christian (ab, RC, PC).
Profiling Fund Board	Board charged by the Executive Board with implementing the Profiling Fund scheme, formerly known as the FSS Board.
Profiling Fund Scheme	Scheme for the granting of support to students in the form of graduate funding, committee member grants or holiday allowances from the profiling fund, now known as the <u>Profiling Fund Scheme</u>
PC	Opleidingscommissie (Programme Committee, PC), a committee established for a particular study programme of a school referred to in Section 10.3c of the Act (see the <u>Regulations on the Participation Councils and Degree PC's</u>).
Tailored programme	Special programme which differs from the standard programme.
Teaching period	Period in the academic year during which education components are organised. A teaching period is referred to as a study quarter in the Fontys annual calendar.
TER	Teaching and examination regulations. The TER consists of a general section for all study programmes offered by the Fontys Universities of Applied Sciences as well as information specific to individual study programmes. The TER forms a part of the study programme section of the Students' Charter.
Test	Activity used to assess whether a student has certain knowledge, understanding, skills and / or competencies.
Top-level athletes scheme	Scheme for top-level athletes that specifies which students are eligible to benefit from it and the facilities that they may use under it.
Student	A person who is enrolled in the institution, as referred to in Sections 7.32 up to and including 7.34 of the WHW.
Student counsellor	Staff member appointed by the Executive Board who is responsible for looking after the students' interests, providing assistance when problems occur and providing information and advice. The student counsellor is part of the Student Facilities Service (<i>Dienst Studentenvoorzieningen</i>).

Study Career Centre	Service provided by the Student Facilities Service (<i>Dienst Studentenvoorzieningen</i>) to help students with issues involving admission, transfer to another study programme / institution or the termination of their studies.
Students' Charter	The charter containing the rights and obligations of students, divided into an institution-specific section and a study programme-specific section.
Student entrepreneur scheme	<u>Scheme</u> which is intended to help Fontys students who are deemed student entrepreneurs to combine entrepreneurship and study.
Study career counsellor	Counsellor who helps students with issues such as planning their studies, taking the right approach to their studies, making the right choices and the progress of their study careers.
Study career support	Support system that focuses on the individual student's development. The student is encouraged to reflect on his or her own development as a future professional and to take responsibility for this development.
Study check advice	Advice provided to a prospective student who has participated in the study check with regard to his or her choice of Bachelor's.
Study check	The activity offered by Fontys whereby the prospective student is given advice with respect to his or her choice of study programme. The study check consists of at least two components: a digital questionnaire and a consultation to discuss the results of the questionnaire.
Study load	The standardised time investment expressed in units of 28 study load hours related to a study programme.
Study programme	A coherent totality of education components aimed at achieving the well-defined objectives in the area of knowledge, understanding and skills which the person completing the study programme should possess. Every study programme is recorded in the CROHO.
Study programme minor	A minor which can only be taken by students from a specific domain or study programme and which highlights one particular theme.
Study programme profile	The entire set of final qualifications for which the study programme provides training or, in other words, the professional competencies expected of a beginning professional.
Unit of study	Part of a study programme that is concluded with an interim examination as referred to in Section 7.3(2) of the WHW or an additional assessment carried out by the Examination Board, as referred to in Section 7.10(2) of the WHW. Units of study may relate to the assessment of one or more competencies, a component of competencies (knowledge, understanding, skills, attitude) or a combination of competencies or of a minor. Students are awarded the relevant credits on passing the interim examination for the unit of study.
WEB	Adult and Vocational Education Act (<i>Wet Educatie en Beroepsonderwijs</i> , WEB; Bulletin of Acts and Decrees 507, 1995, and later supplements and amendments).
WHW	The Dutch Higher Education and Research Act (<i>Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek</i> , WHW; Bulletin of Acts and Decrees 593, 1992, and later supplements and amendments).

See for the definitions for the study programme also the overview below:

Blueprint	The blueprint contains the education activities (also called Learning Arrangements LA's) that are offered, a kind of "default" curriculum.
FIBS	Fontys International Business School
FFM	Food and Flower Management; a differentiation within the croho bachelor programme Marketing.
Graduation Assignment	Graduation Assignment(s) as completion of phase 3 (graduation phase).
Graduation Phase	Third phase in bachelor education. This is the phase after the main phase, starting with semester 7 till and including semester 8.
IB	From 1 September 2018 the new name for the study programme is International Business.
IBE	Previous name for the new study programme IFC: International Business Economics; Dutch name "Bedrijfseconomie", Finance & Control (official English translation as mentioned on the Diploma).
IBMS	Previous name for the new study programme IB: International Business and Management Studies
IFBM	International Fresh Business Management.
IFC	From 1 September 2018 the new name for the study programme is International Finance & Control, official croho-name Finance & Control.
IM	International Marketing; differentiation within the croho bachelor programme Marketing.
Learning arrangement	A unit of study or part of a unit of study.
Learning outcomes	Inhoud en niveau van kennis, inzicht en vaardigheden die zijn vereist om een bepaald aantal studiepunten te behalen.
LM-IFBM	Logistics Management – differentiation International Fresh Business Management. From 1 september 2018 new name and croho-number Logistics Management, differentiation IFBM.
PLO	Programme Learning Outcome
Propaedeutic Phase	First phase in a Bachelor's programme, also known as <i>foundation year</i> .
Work placement / Internship and graduation coördinators	Employees who have been appointed to carry out a specific task with regard to the organisation of work placement / Internship and graduation.
Work placement / Internship	Work placement / Internship assignment part of phase 2 (main phase).

Section 2 Admission to a Bachelor's programme

Article 2 Required prior qualifications

1. Only students with diplomas awarded on completing pre-university education (VWO) or senior general secondary education (HAVO), with profiles, or senior vocational education (MBO) in middle management as well as students that have completed specialist training or a vocational training programme designated by a ministerial regulation may be admitted to a Bachelor's programme (Section 7.24 of the WHW. Additional conditions for admission apply if a shortened programme is offered. Those conditions are set out in Article 7.
2. Students with a certificate awarded on completing a foundation year or passing the final examination of a higher professional education (HBO) or academic higher education (WO) study programme are also entitled to be admitted to a Bachelor's programme at a university of applied sciences. Students must, however, also meet any applicable requirements regarding their previous qualifications (paragraph 4) and any other additional requirements imposed (paragraph 5). (Section 7.28 of the WHW.
3. All citizens that have access to education offered by research universities or universities of applied sciences in a country that has ratified the Convention on the Recognition of Qualifications concerning Higher Education in the European Region may also be admitted to a Bachelor's programme, without prejudice to the provisions in paragraphs 4 and 5 of this article and the provisions of Article 3. This right to enrolment does not apply if the Executive Board can prove that there is a substantial difference between the general admission requirements in the territory of the country concerned and the general requirements under or pursuant to the WHW. (Section 7.28 of the WHW.
4. The previous qualifications of students seeking enrolment in a Bachelor's programme are subject to the following additional requirements in respect of HAVO and / or VWO diplomas, MBO diplomas and the teacher training programme for primary education.
 - a. The following additional educational entry requirements apply to students seeking admission on the basis of a HAVO or VWO diploma (Section 7.25(1) of the WHW). Students who do not have the required subject cluster or did not take the right subject may be admitted provided an assessment conducted before the commencement of the study programme demonstrates that, in terms of the subject matter, the student concerned meets similar requirements. (Section 7.25(5) of the WHW.)
The requirements to be met by the student are as follows:

(for Dutch students:)

Requirements 'new' subject clusters havo/ vwo:

	Cultuur en Maatschappij	Economie en Maatschappij	Natuur en Gezondheid	Natuur en Techniek
Havo-profiel	ECON of M&O of BE + wisA of wisB	+	+	+
Vwo-profiel	ECON of M&O of BE	+	+	+

+ this profile gives access to the relevant study programme

Other profiles are admissible as soon as the specific condition(s) are met.

b. Students who hold an MBO level 4 diploma have the right to admission if the diploma is in a related sector (Section 7.24(3) of the WHW). Students who do not hold an MBO level 4 diploma in a related sector may be admitted if it can be established by means of an assessment conducted before the study programme commences that they have satisfied requirements that are commensurate in terms of content (Section 7.25(5) of the WHW). The following MBO domains provide direct admission to specific higher professional education (HBO sectors) are:

The domains that no longer provide admission regarding specific higher professional education (HBO) sectors are as follows:

- MBO domain Technology and the Processing Industry for the HBO sector Economy

- MBO domain Care and Wellbeing for the HBO sector Economy
- MBO domain Food, Nature and Living Environment for the HBO sector Economy

In 2019-2020 prospective students will be issued the results of the deficit investigation in the form of a recommendation which will be discussed during the Study Choice Check meeting.

5. *Enrolment in a Bachelor's programme is subjected to the following additional requirements (Section 7.26 and 7.26a of the WHW):*

There are no additional requirements.

6. Students who are 21 or older at the start of the study programme and do not meet the requirements regarding their previous qualifications and have not been exempted from the requirements may be still be eligible for exemption after taking an entrance examination. (Section 7.29 of the WHW.) (Also see Article 3(5).)

The aim of this examination is to determine the student's suitability to take part in the Bachelor's programme as well as the student's command of the Dutch language.

Students wishing to take the entrance examination must meet the following requirements:

- the student must have sufficient (obvious) pre-knowledge/experience in economics and English.

Students will be notified of the results of the entrance examination within two weeks. If the prospective student applies for enrolment on the basis of an experience certificate (issued by an acknowledged Recognition of Prior Learning (RPL) centre), this certificate will be used to determine the student's suitability to take part in the Bachelor's programme as well as their command of the Dutch language.

Given that Fontys no longer has an RPL centre, RPL procedures cannot be used. Each experience certificate will have to be assessed individually to determine if it sufficiently demonstrates whether the prospective student is suitable for the programme and has a sufficient command of the Dutch language.

7. The Executive Board has declared that 'old' HAVO and VWO diplomas with subject combinations chosen by the pupil are at least equivalent to the 'new' diplomas with subject cluster requirements. Consequently, prospective students holding these types of diploma may be admitted. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5). (Section 7.28 of the WHW.)

The institute director has declared that the 'old' HAVO and VWO diplomas with old profiles are equivalent to 'new' diplomas with profile requirements. Consequently, prospective students holding these types of diploma may be admitted. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5). (Section 7.28 of the WHW.)

8. Where a student applies for admission to a study programme based on a diploma other than one of the diplomas referred to above, the institute director will decide whether that diploma is equivalent and if it grants access to the study programme. Students must, however, meet any requirements regarding previous qualifications (paragraph 4) and any further additional requirements (paragraph 5). (Section 7.28 of the WHW.)

Students with a German degree 'Allgemeine Hochschulreife (Abitur)' or 'Fachhochschulreife – mit Schulischem und Praktischem Teil' are at least equivalent to a Dutch vwo-, havo- or mbo-diploma and therefore admissible. Students will be exempted for the deficiency test economy if applicable.

9. *Students who are admitted by virtue of a diploma as referred to in paragraphs 2, 7 or 8 of this article will be subject to an additional assessment to determine whether they meet the knowledge and skills requirements as referred to in paragraph 4 and 5 of this article. (Section 7.28 of the WHW.) Students must meet the requirements of this assessment prior to enrolment.*

10. Admission to the study programme *is subject/is not subject to* **not subject to** an admission quota in accordance with Sections 7.53, 7.54, 7.56a and 7.57a of the WHW.

Article 2a Study choice check and study choice advice

1. The study choice check consists of at least the completion of a digital questionnaire and a contact moment with the study programme.

The study choice check for international students as referred to in the Study Choice Advice Rules consists of information evenings/activities with an option to make an appointment for a personal conversation with the study advisor or to follow online webinars if the student is not able to attend the activities on campus.

2. Within 4 weeks following registration, the prospective student will receive a link to the digital questionnaire. Within 4 weeks following completion of the questionnaire, the prospective student will receive an invitation to the contact moment with the study programme.
International students as referred to in the Study Choice Advice Rules will receive further information on the study choice check within 4 weeks following registration.
3. For Dutch students the digital questionnaire can be completed in the period between 1 October and 31 August.
The study choice activities for international students will take place in the period between 1 October and 10 July and between 17 August and 31 August.
4. The contact moments with the study programmes are planned in the period between 1 October and 10 July and between 17 August and 31 August.
5. The contact moment will consist of a personal, individual conversation.
For international students, this individual conversation can also take place by telephone or via skype contact.
6. The study choice advice will be sent to the prospective student by e-mail within ten working days of the contact moment.
7. The study choice advice offers one of 4 options:
A – there is a good match with our study programme;
B – there is a match with our study programme which certain provisos;
C – it is doubtful whether there is a match with our study programme;
D – there is no good match with our study programme.

For determining the study choice advice the criteria are:

1	For all study programmes of FIBS	Is there any doubt about motivation and choice process , based on results intake test or personal conversation.
2	For all study programmes of FIBS	Is there any doubt about study attitude and study methods (as shown in test and/or personal conversation)
3	IM	Level of already obtained knowledge of economics
	IM English stream	Level of already obtained knowledge of economics and level of English language skills

8. Students will receive a study choice advice 'A' if:
Adequate evaluation for all three criteria listed above
Students will receive a study choice advice 'B' if:
Adequate evaluation for two out of three criteria listed above
Students will receive a study choice advice 'C' if:
Adequate evaluation for one out of three criteria listed above
Students will receive a study choice advice 'D' if:
Inadequate evaluation for all three criteria listed above
9. The study choice advice is non-binding for prospective students who apply by no later than 1 May. Students who apply after 1 May will not be permitted to enrol, except in the case of a situation as referred to in Article 2(2) or of a student as referred to in Article 3(3) of the Study Choice Advice Regulations.
10. The Study Choice Advice Rules determine the categories of students for whom the study choice advice is not obligatory. *The study choice advice is likewise not binding for those groups of students.*

Article 3 Requirements regarding foreign diplomas/international students

1. Holders of a foreign diploma may not sit tests for which credits are awarded in the foundation year of a Dutch-taught study programme before having demonstrated to the Examination Board to have an adequate command of the Dutch language. (*Section 7.28 of the WHW.*)
Command of the Dutch language must be at *Nt2, programme II, level*
The certificates for Dutch as a foreign language, Higher Education Language Proficiency Subject Cluster and Academic Language Proficiency Subject Cluster) (CNaVT- PTHO and PAT) can be viewed as equivalents.

2. The institute director may also decide that a student with a foreign diploma may be admitted after the student has demonstrated that he or she has an adequate command of the Dutch language. *(Section 7.28 of the WHW.)*

Command of the Dutch language must be at Nt2, programme II, level

3. Students with a foreign diploma seeking admittance by virtue of an entrance examination as referred to in Article 2, paragraph 6, must be at least 21 years of age.
4. Foreign students from outside the EU who are 18 years of age or older on the date of their first enrolment must have a valid residence permit. *(Section 7.32 of the WHW.)*
5. Foreign students with a residence permit are required to earn at least 50% of the available credits each year. The IND will be informed if the student fails to meet this requirement, unless there are special circumstances due to which the student was unable to meet this requirement. Such a notification may be withheld once during the course of each study programme.
6. *According to the Code of Conduct regarding International Students, international students¹ seeking admittance to an English-taught study programme must be able to prove that their command of the English language is at least equal to the following scores:*

IELTS	6.0
TOEFL Paper	550
TOEFL Computer	213
TOEFL Internet	80
TOEIC	670

(provided the student has passed 'Speaking and writing' and 'Listening and Reading' components.)

Cambridge ESOL FCE-C – scale 169 – 172, FCE-B – scale 173-175

Exemption from this requirement can be awarded if the international student's preparatory education was followed in a country where English is the official language and language of instruction.

Students from a country where English is one of the official languages will have to prove prior education in English in order to be eligible for an exemption.

Article 4 Professional activity requirements

1. **The study programme only exists as a full-time programme, in which case the professional practice environment is not subject to any requirements.**

¹According to the Code of Conduct regarding International Students, 'an international student' is a student with a foreign nationality.

Section 3 Intake interview, exemptions, short track and tailored study programmes

Article 5 Intake interview

1. Students entering a study programme may be offered an intake interview if they have competencies previously acquired elsewhere. Students *can include the evidence of the competencies previously acquired elsewhere in their portfolios* or may use this evidence to substantiate a request for exemption before the Examination Board.
2. Students who re-enrol after an interruption in a study programme in which they were previously enrolled will be required to take an intake assessment to determine which part of the study programme still has to be completed. No intake assessment is needed if agreements regarding re-enrolment in the study programme were already made with the Executive Board at the time that the student interrupted his study. If a student enters a study programme during the foundation year, agreements will be made on the period of time the student will be granted before he or she receives advice regarding the continuation of studies.
3. A study programme will be drawn up based on the assessment of the competencies previously acquired and will be submitted to the Examination Board for approval.

Article 6 Exemptions

1. The institute director can exempt a student from the foundation year examination if the student holds a diploma, Dutch or foreign, which is at least equivalent. (*Section 7.30 of the WHW.*)
2. Students who believe they are eligible for an exemption must submit an application to that end to the Examination Board **during the first four weeks of the semester**. The Examination Board may grant an exemption from one or more interim examinations on the grounds of a review of an assessment or the holding of a diploma, certificate, accreditation of prior learning or similar document, such as proof of results achieved in a study programme taken at a research university or university of applied sciences and / or proof of administrative activities, with which the student can show that he or she has already met the requirements of the test in question. Exemptions are recorded in the study progress system. The period of validity of the exemption is stated in the exemption decision.
See also the FIBS Exemption Policy in Appendix 1
3. The Examination Board can grant an exemption from a minor based on the certificate of an accredited Bachelor's or Master's programme or on a document proving that the student completed a minor in an accredited Bachelor's or Master's programme, so long as this minor does not overlap substantially with the student's current Bachelor's programme. Exemptions based on study results from an accredited Bachelor's or Master's programme can only be granted if the student has documented proof of obtaining at least 30 credits in this study programme (for a Bachelor's programme, this requirement refers to the second and third year) and if these results do not overlap substantially with the student's current Bachelor's programme.

Article 7 Short-track/tailored study programmes

1. Students who believe they are able to proceed with and / or complete their study programmes at an accelerated pace may submit an application requesting such to the Examination Board. The study career counsellor's advice must be enclosed with the application **or the advice of the study programme manager**.
The organisation of the study programme must be able to accommodate the short-track option.

Section 4 Facilities with reference to study career counselling, functional disability, administrative activities, top-level athletes scheme, student entrepreneurship

Article 8 Study career counselling

1. Every student is coached by a study career counsellor.
2. In consultation with the study career counsellor, the student decides how best to work on his or her development and how to shape the learning process.
3. The student consults with the study career counsellor on the progress of the learning process.
4. The study career counsellor conducts support and orientation interviews with the student in the foundation year.

Students add the reflective reports in their personal development portfolio.

Students are responsible for reporting in the digital portfolio and the (study career) coach has access to this.

5. Students may submit a request to the institute director to be assigned a different study career counsellor if they can give arguments for this.
6. Students enrolled in their foundation year whose mother tongue is not Dutch can apply to the Examination Board to be allowed extra time when they sit tests in the first year of the foundation phase. Extra time to sit tests will only be granted to students who can prove that they use facilities to improve their command of the Dutch language.

Article 9 Special facilities for students with a functional disability

1. Students with a functional disability are legally entitled to effective adjustments, unless such adjustments would burden the institute disproportionately. (*Section 7.13 of the WHW.*)
2. These adjusted facilities must be aimed at the removal or restriction of any obstacles and encourage the independence and full participation of the student as much as possible. The adjusted facilities may relate to the study programme (including internships), the timetables, and type of study programme, the tests and educational tools.
3. A student who seeks to have adjusted facilities must submit a written and substantiated application in good time to the Examination Board. If necessary, the Examination Board will seek an expert's advice (such as a student counsellor) before taking a decision. If the Examination Board deems it necessary before taking a decision, it may confidentially inspect the medical certificate that may be available with the student counsellor, unless the student objects.
The Examination Board must decide within four work weeks after receipt of the application, unless it requires further inquiry, in which case the student will be informed as to when more clarity can be given with respect to his or her application.
4. In the case of a protracted or chronic disability, such an application will only have to be made once for the entire study programme; in all other cases once per testing period or academic year. In its decision to grant the facilities, the Examination Board may also rule that these will apply for the entire duration of the student's study or that the student is to consult with his study career counsellor annually to discuss whether the facilities are still adequate.
5. At the beginning of the academic year the institute will inform students regarding the possibilities for special facilities. Students will be informed of their right to consult a student counsellor.

Article 10 Students with board memberships

1. Student can include any board memberships as part of their portfolios. In order to do so, they must describe, in consultation with their study career counsellors, how the board membership can contribute to the acquisition of one or more competencies of their Bachelor's programme. The Student Centre must confirm on the report that the student concerned has been active as a member of the PC, IPC, CPC, or FSR.
2. Board memberships can be listed on the diploma supplement. The student must request the listing at least **four weeks** prior to the graduation ceremony via the study programme administration., e mail ssc-venlo@fontys.nl.
At the request of the student's study programme, the Centre for Administrative Activities (CAA) can confirm that the student has been an active board member of a CPC . In the case of board memberships of a PC or IPC, the study programme can request confirmation from the relevant IPC or PC.
3. Students who believe that their board memberships demonstrate that they have the knowledge, understanding and / or skills, etc. that are assessed in particular tests for which credits are awarded may apply for an exemption from such tests from the Examination Board.
4. A student may apply to be included under the Profiling Fund Scheme (FSS Scheme) on the basis of his administrative activities and submit a request to his institution for a holiday allowance or for a

board membership scholarship from the Profiling Fund Board (FSS Board).

See also article 14 of the [Participation Regulations on the participation councils and PC'S](#).

Article 11 Top-level athletes scheme

Students who have been granted a Top-Class Sport or Talent status are entitled to facilities from the Top-Class Sport Scheme. Facilities regarding the adjustment of tests or test timetables, an adjusted arrangement regarding compulsory attendance, working in groups and an adjusted internship must be sought from [the examination board](#) connect.fontys.nl/instituten/fibs/Institute/ExamBoard

Article 11a Student entrepreneurship

Students who are eligible for the [Student Entrepreneurship Scheme](#) may apply to the Examination Board, among others, for facilities regarding the adjustment of tests or test timetables, an adjusted arrangement regarding compulsory attendance for education components, working in groups and an adjusted internship.

These facilities should be sought from [the examination board](#) connect.fontys.nl/instituten/fibs/Institute/ExamBoard

Advice regarding the continuation of studies may be deferred for students with entrepreneur status (see article 32)

Section 5 Study programme content

Article 12 Study programme profile – main subjects/differentiations – occupational requirements

1. The study programme is based on a study programme profile. The exit qualifications of the study programme are described in the study programme profile. The study programme profile can be found *on the study programme's site [www.
https://connect.fontys.nl/instituten/fibs/Institute/Pages/OER.aspx](https://connect.fontys.nl/instituten/fibs/Institute/Pages/OER.aspx)*
At the end of the study programme, the student will be expected to command the competencies expected of a newly qualified professional in the field. During the course of the study programme, the student will be taught the required competencies and the student's command of them will be assessed. The professional requirements the student must command are described below:
 The study programme profile is elaborated in the overview of programme learning outcomes (PLO overview) or course competence matrix (opleidingscompetentiematrix (OCM)). For students of the new curriculum in year 1 (cohort 2019) and year 2 (cohort 2018) see the PLO overview and for students of the old curriculum (cohort 2017 and earlier) see the OCM which can be found on <https://connect.fontys.nl/instituten/fibs/Institute/Pages/OER.aspx>
 The learning outcomes can be defined as performance indicator, like the competencies. In other words the content and level of knowledge, understanding and skills that are required for a certain number of credits. In article 16.1 the relation between the learning outcomes and units of studies / learning outcomes is shown.
2. *The study programme has the following- differentiation:* International Marketing, on the bachelor degree listed as: 'Marketing Management', officially registered as 'Commerciële economie', with the additional text 'major subject International Marketing'.
3. *The study programme is based on the following principle:* general special education ('algemeen bijzonder') / roman catholic.
4. The study programme *does not impose any* specific occupational requirements.

Overview Programme Learning Outcomes International Marketing– ‘NEW’ curriculum in year 1 and 2 (cohort 2018 and 2019)

Based on the new national Programme Profile for the Bachelor’s degree programme in Marketing Management / Commerciële economie (CE)

The national platform for Marketing Management (in Dutch Commerciële economie) has expressed the intended learning outcomes of all CE programmes in the model shown in the figure below.

The 'market' is central to the model. On the basis of knowledge and understanding of marketing and economics in a broader sense, students develop as marketers in the domains of 'set a course', 'create value', 'business development' and 'realization'. To this end, they possess important 21st century skills as included in the outer circle of the model. Based on this model, IM has formulated learning outcomes for each of the four domains at three levels (see PLO Matrix). These levels are main phase competent, graduation competent and starting competent. In this way, IM describes in three steps the substantive growth of the student towards the final level. The learning outcomes described under 'starting ability' are also the final intended learning outcomes of the programme.

At the same time, IM has given further elaboration to the learning outcome 'insight' that the student achieves over a period of 4 years and that, at the final level, results in the production of a graduation project which proofs sufficient investigative capacity. The special intercultural linguistic and social competences that characterise CE-IM are explicitly expressed in the learning outcomes at all three levels of the programme. In addition, the programme has a strong focus on the marketing process. The 21st century skills are so interwoven with the learning outcomes that they are implicitly included in it. Further elaboration and assurance can be found in the IM study programme profile.

The figure below shows the core of the CE graduate.



Source: National Programme Profile for the Bachelor’s degree programme in Marketing Management / Commerciële economie (CE) 2018-2022, drawn up by the national platform bachelor Marketing Management / Commerciële Economie, 14 November 2017

Reading Guide

For students in the Main Phase and Graduation Phase we use the term “student”, for professionally competent students we use the term “CE-er”. For the sake of convenience, we speak of “he”, but “he” can also refer to “she”.

- When reference is made to “products” or “product concepts” etc., this also refers to services.
- When reference is made to “communication”, this means appropriate communication, whether verbal or non-verbal, online or offline.
- When reference is made to “organization”, this includes companies, organizations, units, etc.
- 21st century skills—critical ability & problem-solving ability / creativity / curiosity / communication / collaboration / initiative / perseverance / adaptability / leadership / commercial awareness / sense of responsibility—are implicitly (in italics) and explicitly (bold and italic) included.
- When reference is made to “international” or “intercultural” aspects, this refers to local, national, cross-border and global aspect.

Learning Outcome per Level

Learning Outcome Program	Main Phase Capable	Graduation Phase Capable	Professionally Competent
Set a Course: The CE Professional sets the commercial course as a seminal construction from creating a Vision, using Research Data, developing ideas, taking all stakeholders into account and integrating them, detecting and seizing chances, building bridges and being responsible. Since not working in a vacuum, the CE Professional is a go-between connecting both knowledge and people.	<p>Based on thorough knowledge of marketing and a sufficient market awareness, the student can identify <i>market developments</i> and opportunities, taking into account all stakeholders.</p> <p>The student has knowledge of relevant analysis techniques and can perform these for a given <i>problem definition</i>.</p> <p>The student is able to generate insight into internal and external business relations and to map these business relations. In doing so, he initiates, <i>develops, and maintains these relationships</i>.</p> <p>The students spots and identifies cultural differences.</p>	<p>The student is able to identify opportunities and gain competitive advantages for the organization through analysis among stakeholders and through opportunities in domestic and transnational markets.</p> <p>The student can apply the internal skills, capacities, and resources of the organization as strengths to <i>generate competitive advantages</i>.</p> <p>Through research and analysis, the student is able to generate innovative and creative product ideas and convert them into new or adapted products, <i>taking into account the consequences for the organization</i>.</p> <p>In his role as a prudential (as well investigating and understanding) bridge builder, the student can maintain and strengthen internal and external relations by <i>communicating</i> with all parties involved at appropriate moments of contact and also on a diverse, cross-cultural level</p>	<p>The CE-er is able to develop a vision with stakeholders based on commercial awareness. He looks forward, sees opportunities in international or even global markets, and has a keen eye for the competitive advantage of the organization as well as that of possible relevant partners to <i>cooperate</i> with worldwide.</p> <p>The CE-er uses research and analysis in a well-founded and transparent way to come up with new ideas that can lead to impact for the stakeholders. If this is evident, it also implies the adaptation or development of a new business model for the organization/product and/or a change strategy for the organization/product.</p> <p>When formulating the course, the CE-er is sensitive to <i>connecting</i> at a content and human level. He acts (works) as a bridge builder in this.</p>

Learning Outcome Program	Main Phase Capable	Graduation Phase Capable	Professionally Competent
<p>Create Value: The CE Professional creates sustainable values for the company, the client and the society and community. He does this by thoroughly analyzing the needs and wants of modern markets, consumers and the planet. He draws conclusions, sets objectives and strategies. He knows the customer and his customer journey of the chosen target groups. The CE Professional is an integral part of the corporation and the community at the same time and contributes to their success.</p>	<p>The student can understand research and data from third parties and carry out routine data and market research.</p> <p>The student <i>can carry out a limited internal and external analysis based on a given problem definition.</i></p> <p>The student can generate insight into various, diverse target groups, also by spotting and identifying cultural distinctions</p> <p>The student can demonstrate basic knowledge of the relationship between economic issues and ethical sustainable entrepreneurship.</p>	<p>The student can use consumer behavior as a starting point for <i>maintaining the commercial ambitions.</i></p> <p>The student <i>can investigate and understand international market opportunities and translate them into objectives and creative ideas.</i></p> <p>The student <i>can develop, draw up, and substantiate a marketing plan.</i></p> <p>The student can control the execution of the marketing measures and the achievement of the goals with appropriate tools.</p>	<p>On the basis of the commercial course, the CE-er comes up with well-founded proposals for sustainable value creation for the customer, the organization, and society.</p> <p>The CE-er chooses his target group based on research and analysis. He learns to understand his customer and his customer journey by critically analyzing and researching actual behavior, based on which he formulates goals, means and a time frame that demonstrably lead to value creation.</p> <p>The CE-er is able to interpret, create and demonstrate the concept of value in a variety of ways and goes beyond the <i>financial-economic principles of the organization.</i></p> <p>In doing so, the CE-er takes both the perspective of the customer and the perspective of the organization into account while processing and relating to cultural differences.</p>

Learning Outcome Program	Main Phase Capable	Graduation Phase Capable	Professionally Competent
Realization: Based on the concept developed, the CE Professional realizes a sustainable commercial product or service for existing or potential stakeholders. By suggesting creative solutions and facilitating (parts of) the implementation process, he demonstrates assertiveness and assumes (financial) responsibility in order to achieve the desired commercial results. He offers solutions, supports where necessary and acts responsible. He integrates all stakeholders, external and internal parties and knows how to react in changing environments and situations.	<p>The student can identify elements of a marketing plan, make analyses and, based on those, formulate measurable marketing objectives and apply strategic options.</p> <p>The student is able to set up a simple project organization and <i>give guidance</i> when making a plan of action. He can name the basic elements of project management and generate limited insight into his own management skills.</p> <p>The student can draw up simple financial overviews.</p> <p>The student <i>can establish, develop and maintain relationships</i>, both verbally and in writing.</p> <p>The student can distinguish organizational models and generate insight into the structure of an organization. He can keep to agreements about time and the result to be delivered. The student actively participates in group processes and <i>works together collegially</i> in a professional environment. He can spot and identify cultural differences. He <i>can report</i> in a clear and structured way, taking into account the correct use of language and using modern, adequate means. He can give a short <i>descriptive presentation</i>.</p>	<p>The student can design an action plan to achieve the marketing objectives.</p> <p><i>Together with others</i>, the student can analyse changes for all functional areas of the organization from a general <i>marketing problem definition</i> and develop, draw up, and substantiate a marketing plan (or a sub plan derived from it) on the basis of a given marketing policy within the framework of a complex real life situation. The student is able to account for his own choices with regard to the plan and to monitor and adjust the progress.</p> <p>The student can draw up a concrete sales, account, or supplier plan including financial accountability.</p> <p>The student can communicate with his stakeholders at an adequate level. He can independently investigate and understand cultural differences.</p> <p>The student can <i>work in a result-oriented way</i> within an organization and initiates his own work paths. He is active in setting goals and <i>participates in working agreements</i>.</p> <p>The student is able to justify, reflect, and adapt his own choices, which indicates involvement and critical self-assessment. He can independently set and realize goals in a more complex situation and translate feedback and self-reflection into an improvement plan.</p>	<p>The CE-er takes the <i>initiative</i> to convert plans/concepts into activities that contribute to the intended result, in consultation with internal and external parties.</p> <p>He is able to manage the execution process as a whole or in parts and to coordinate the activities of the parties involved in order to arrive at a desired commercial product or service.</p> <p>He has learned to achieve maximum effect within the budget.</p> <p>He is <i>enterprising</i> and investigates <i>innovative</i> and sustainable solutions.</p> <p>He has an overview of tasks and is able to communicate well. This communication is aimed at the commitment of stakeholders. He has the ability <i>to connect</i> the interests of different parties and to allow stakeholders to recognise their own interests in the result while processing and relating to cultural differences.</p> <p>He pays attention to details and completes the task at hand. He is able to work towards the result <i>under high pressure and within deadlines</i>.</p>

Learning Outcome Program	Main Phase Capable	Graduation Phase Capable	Professionally Competent
Business Development: The CE Professional understands the constant necessity of flow in an ever-changing business landscape. Modern Business is never a standstill, change is the only constant. The CEer analyzes and develops differentiating and/or innovative concepts and revenue models to optimize value. He thus integrates a sustainable growth and concerns of the stakeholders and acts as a far-seeing shear force.	<p>The student can use basic skills to understand and explain a business model.</p> <p>The student can take stakeholders and the organization into account. The student has insight into innovations and/or changes.</p> <p>The student can develop concepts at a limited level based on market data and developments.</p> <p>The student has knowledge of the basic business tools for communication and has first insights into how to communicate in a multi-cultural business environment.</p> <p>The student can describe and analyze the organization and economic environment in order to put together a simple earnings model.</p>	<p>The student is able to draw up a plan in which an innovative and sustainable value proposition is formulated.</p> <p>The student can generate innovative and creative product ideas and develop product concepts in complex situations.</p> <p>The student can justify the choices made to his own organization (management) and to customer relations.</p> <p>The student can design and manage a project or company, also in collaboration with others. In doing so, the student can communicate with different target groups, investigating and understanding cultural differences (whether domestic or cross-border).</p>	<p>Given the commercial strategy and the value creation the CE-er is capable of obtaining his commercial goals from the market.</p> <p>The CE-er has the ability to translate insight into stakeholders and the organization into concepts that create value. The CE-er can anticipate and/or initiate an innovation or change.</p> <p>The CE-er has insight into innovative market developments worldwide and can develop concepts in a business model.</p> <p>The CE-er has an eye for different interests and can create support. For this to happen, he must be able to communicate well backed by his intercultural competence.</p> <p>The CE-er knows the own strength of the organization and can also involve potential partners. He ensures a supported concept and revenue model with sustainable value for all stakeholders.</p>

Learning Outcome Program	Main Phase Capable	Graduation Phase Capable	Professionally Competent
<p>Insight: The CE-er contributes solutions to a practical problem by systematically carrying out research that leads to advice consisting of concrete recommendations and/or a concrete implementation plan for the client. He does this with a critical research attitude, using recognized theories, models and methods and by collecting and analyzing relevant data.</p>	<p>The student can carry out a practical research project <i>in collaboration</i> with others, based on a given problem definition.</p> <p>The student is able to find relevant sources.</p> <p>The student can <i>collect</i> and process relevant data based on prescribed theories, models and methods.</p> <p>The student can <i>present</i> the most important research results.</p> <p>The student can define what is meant by an <i>investigative</i> attitude and matching behavior.</p> <p>The student is capable of (linearly) following a pre-structured and therefore rather modestly complex research process.</p>	<p>In consultation with the instructor, the student can describe the practical problem, as well as the causes and effects of the problem.</p> <p>The student can independently carry out a moderately complex research project.</p> <p>The student can search for specific sources (including international professional literature) and <i>determine the relevance and credibility of the sources found</i>.</p> <p>The student can collect and analyze data based on selected theories, models and methods.</p> <p>The student can justify research results to the client on the basis of a report and/or presentation.</p> <p>The student can show <i>an investigative attitude with appropriate behavior</i>.</p> <p>The student is, coached by a lecturer, capable of <i>iteratively (i.e.: non-linearly) moving in a mildly complex research process</i>.</p>	<p>On the basis of a practical problem, the CE-er can independently <i>define and justify a problem definition, research questions and objective</i>.</p> <p>The CE-er can independently carry out a complex research project, if relevant with an international perspective.</p> <p>The CE-er can <i>justify</i> his choice of sources, theories, models, and methods.</p> <p>The CE-er can thoroughly and systematically collect and analyze data he has obtained.</p> <p>The CE-er can <i>critically</i> reflect on the quality of data.</p> <p>The CE-er can present specific advice and the resulting implications for the client.</p> <p>The CE-er can <i>critically</i> reflect on his own research attitude and research behavior.</p> <p>The CE'er is largely independently capable of <i>iteratively (i.e.: non-linearly) moving</i> in a comprehensive and complex research process.</p>

Course competence matrix International Marketing (Cohort 2017 and 2016)

Competences		Performance indicators level Main phase competent	Credits	Performance indicators level Graduate competent	Credits	Performance indicators Level Start competent	Credits
DC1	Entrepreneurship: Initiating and creating products and services, independently and entrepreneurially	<u>The student is able to:</u> <ul style="list-style-type: none"> - signal and detect new developments, taking into account all stakeholders, and translate these into products or services. - name basic characteristics and elements in connection with products and brands. - see market chances and generate ideas - apply the technique of brainstorming and other creativity techniques. - together with others make a general plan for an enterprise. - sell, together with others, a simple product or service. 		<u>The student is able to:</u> <ul style="list-style-type: none"> - generate product ideas and develop product concepts in complex situations. - together with others, turn a creative idea into a product/service. - further develop or adapt existing products. - formulate marketing objectives for a product/brand. - draw up and monitor budgets for products. - chart out cultural differences in product introduction GER/NED. - together with others, form and run an enterprise. - together with others put together a complete business plan and test this according to legal aspects. 		<u>The student is able to:</u> <ul style="list-style-type: none"> - specify the positioning of a product/brand in the target market. - monitor and check the success of initiated marketing activities. - manage relations with other functions, and harmonise processes. - account for personal product choices. - independently set up a company. 	
DC2	Market research: Implementing, interpreting, assessing and evaluating market research	<u>The student is able to:</u> <ul style="list-style-type: none"> - formulate a research question on the basis of a specific problem outline. - deploy basic knowledge of standard (market) research methods. - deploy mathematical and statistical knowledge for the standard (market) research methods. - deploy knowledge of ICT tools. - carry out a desk research making use of available data. - set up a plan for qualitative and quantitative research based on the results of desk research. - carry out a qualitatively and quantitatively routine market survey. - prepare a simple report with statistical claims at descriptive level. - explain research by third parties 		<u>The student is able to:</u> <ul style="list-style-type: none"> - solve a complex practical problem in a group, on the basis of market research methods. - point out what methods and techniques are available for a research and make use of them. - independently draw up a research plan including budget and explanation of the choice of method. - process data making use of a statistical package (SPSS) and draw the right conclusions. - process the results of a qualitative research on basis of coded interviews. - make estimates from different perspectives. - produce a report with graphic representations and account for the study results to the client. - evaluate the study carried out. 		<u>The student is able to:</u> <ul style="list-style-type: none"> - independently and professionally solve a practical problem using market research. - account for the choice for a specific method. - acquire new research skills. - combine knowledge of market survey and database/CRM client knowledge. - process data on the basis of a research plan making use of relevant techniques. - issue advice and derive recommendations. - prepare a report including graphic representation, accounting for the methods employed, conclusions and recommendations. - present the results of the research, including conclusions and recommendations. - analyse social media conversations with a monitoring tool, apply digital analytic tools and estimate what tools are suitable for own research. 	

DC3	Company and environmental analysis: On behalf of the company, on the one hand identifying the strengths and weaknesses based on an analysis of the internal business processes and culture as part of the value chain, and on the other hand the opportunities and threats on the local, national and/or international market on the basis of relevant national and international trends.	<u>The student is able to:</u> <ul style="list-style-type: none"> - find out what facts are necessary in order to carry out an analysis. - deploy knowledge of relevant analysis techniques (Portfolio, Porter, Ansoff, STEP etc.) - carry out a limited internal and external analysis based on a specific problem outline. - deploy basic knowledge of marketing strategies. - write and present a simple report. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - draw up an analysis plan based on a given context. - interpret consumer behaviour (interdisciplinary knowledge). - carry out an extensive SWOT analysis, together with others, within a given context. - conclude strategic options on the basis of the SWOT analysis - issue reports, accounting for and illustrate the choice of method selected, also financially, ethically and sustainably of the recommendations . 	<u>The student is able to:</u> <ul style="list-style-type: none"> - independently draw up an analysis plan based on a complex context. - independently draw conclusions based on limited information. - evaluate strategic options for the (international) market on the basis of the research - write an extensive report, and account for the approach and advice for the follow-up process (marketing activities). 	
DC4	Marketing strategy and policy: Developing marketing policy for a nationally and internationally operating company and being able to underline and argue the choices made.	<u>The student is able to:</u> <ul style="list-style-type: none"> - understand the existing marketing policy of an organisation. - apply his basic knowledge towards marketing strategies and marketing instruments. - determine market chances of a product or a service. - translate market opportunities into short-term objectives. - devise an action plan for achieving these objectives. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - name a number of options based on a SWOT analysis. - chart out the relationship between objective, strategy and mix level. - formulate a number of SMART marketing objectives on short or medium range term. - implement marketing controlling. - develop a marketing plan for the realization of these goals. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - independently carry out, monitor and control marketing activities. - take decisions on and account for marketing activities in a complex context. - develop of alter medium range or long term marketing objectives. - develop a marketing plan for the realization of these goals, including STP and the marketing instruments which are applied for this. - to pinpoint a system of evaluation of results. 	
DC5	Marketing planning and implementation: Drawing up, implementing and adapting plans on the basis of marketing policy.	<u>The student is able to:</u> <ul style="list-style-type: none"> - name the elements of a marketing plan (objective/strategy/mix). - together with others, conclude changes for one or several functional areas of the organisation. - develop, draw up and specify a marketing plan (communication plan, sales plan) from a limited given context, together with others. - draw up budgets. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - analyse changes from a global marketing challenge for all functional areas of the organisation, together with others - develop, draw up and specify a marketing (or a derived partial) plan on the basis of a given marketing policy within the framework of a complex real life situation (B2C). - stand up to own choices in connection with the plan. - monitor and optimise progress 	<u>The student is able to:</u> <ul style="list-style-type: none"> - analyse and research changes from a complex marketing challenge for all functional areas of the organisation, independently. - independently and professionally develop, execute, alter and evaluate a marketing plan or derived plans, based on a complex context. - draw up a marketing plan for B2B, retail, service and non-profit organisations. - account fully for a plan. - convincingly present a marketing plan to the management and other target groups. 	
DC6	Relationship management: Maintaining business relations for purchase, sale and service provision	<u>The student is able to:</u> <ul style="list-style-type: none"> - sell a simple product by way of a good value proposition. - identify business relations. - generate insight into internal and external business relations. - build, develop and keep up relations, orally as well as in writing. - execute an analysis of the effectiveness of the sales organisation and estimate which sale channels (on- and offline) will have to be utilised 	<u>The student is able to:</u> <ul style="list-style-type: none"> - translate existing marketing policy into a CRM concept. - draw up an effective purchase-/sales strategy. - hold consulting client talks. - hold effective negotiations. - produce a sales brochure with all relevant information. - draw up and evaluate a concrete sales, account or delivery plan, including financial responsibility. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - independently set up a CRM system. - analyse data from the CRM system. - maintain (international) business relations. - determine relevant criteria for customer data. - hold effective sales negotiations within the framework of sustainable client relations in a B2B or B2C setting. 	

		- work with CRM methods and related databases			
DC7	Communication: Communicating in at least one foreign language taking into account cultural differences.	<u>The student is able to:</u> - communicate at main phase competence level with verbal and written expression skills in economic Dutch and German. - generate an insight into cultural differences. - express himself at level B2 in English with verbal and written skills (simple business discussion, simple business letter).	<u>The student is able to:</u> - communicate at graduation phase competence level with verbal and written expression skills in economic Dutch/German. - independently chart out cultural differences. - at level B2, communicate in English with verbal and written expression skills.	<u>The student is able to:</u> - communicate at start competence level with verbal and written expression skills in economic Dutch/German. - respond to and make use of differences in culture. - at start competence level, communicate with verbal and written expression skills in English (for example drawing up a marketing plan) and respond adequately to cultural differences in a conversation.	
DC8	Marketing communication: Communicating on- and offline with marketing target groups.	<u>The student is able to:</u> - generate insight into communication target groups. - give a survey of communication instruments and media. - set up a communication mix on the basis of a given topic, together with others. - draw up a simple media plan - take into account ethical boundaries of marketing communication	<u>The student is able to:</u> - set up a briefing of an external communication agency. - handle consumer behaviour as starting point for communication. - grasp the connection between off- and online instruments. - set up a communication plan from a given strategic context.	<u>The student is able to:</u> - pull off a dialogue with stakeholders. - handle the communication process. - transmit and stand trial for the results of the communication plan and give advice for a sequel project.	
DC9	Leadership and management: Provide leadership for a project, entrepreneurial department, entrepreneurial process or enterprise.	<u>The student is able to:</u> - generate insight into relevant aspects of leadership (i.e. styles of leadership). - build a simple project organisation. - serve as chairperson in meetings of a project group. - provide leadership at the construction of a plan of action. - generate limited insight into own management capabilities. - name the basic elements of project management.	<u>The student is able to:</u> - develop insight into own way of working and that of others. - analyse entrepreneurial processes. - provide leadership to limited project. - name extensively the elements of project management - handle a simple conflict situation in a project group. - handle unexpected events which distract group processes and react in an adequate way. .	<u>The student is able to:</u> - name complex entrepreneurial processes. - take into account and use strengths and weaknesses of (project) employees. - tolerate different ways of working. - independently and focused on goals provide leadership to a complex project. - take important decisions. - take steps independently.	
DC10	Interpersonal competence: Direct communication with the parties involved in the commercial field of work.	<u>The student is able to:</u> - generate insight into the structuring of an organisation and into organisation models. - follow agreements on time and the delivery of the result and delivers a visible contribution to the group result. - take part actively in the group process working together collegially in a professional atmosphere. - report clearly and structured by taking into account correct use of language and by the use of modern ICT media. - give a short presentation with the help of ICT.	<u>The student is able to:</u> - work with a focus and sets up own paths. - participate actively in the formulation of goals and professional agreements - serve as chairperson and taking notes in a meeting. - edit various types of documents, express her- or himself well and focused on a goal. - express her- or himself well orally during contacts on various levels. - give a vivid presentation.	<u>The student is able to:</u> - work pro-actively in an organisation and take decisions independently with regard to organisation goals. - take on the role of team leader, inform, exchange opinions and create common grounds. - name and analyse various team roles. - express complex questions clearly and structured. - give logical presentation about a complex topic. - highlight her or his opinion convincingly.	

DC11	Intrapersonal competence: Communication which a person holds with her- or himself as a professional in the commercial field of work..	<u>The student is able to:</u> <ul style="list-style-type: none"> - develop a feeling for marketing. - generate insight in self-evaluation. - map his personal development - determine personal SMART-targets. - document with help of a coach his personal development in a portfolio. - plan his own activities in an uncomplicated situation. - publish results of his own activities. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - develop a personal professional attitude as marketeer. - manage himself. - systematically expand his knowledge and skills in his professional field. - be responsible for own choices. - independently determine targets and realize them in a more complex situation. - transfer feedback and self-reflection to improvement plan. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - discuss marketing aspects on the level of starting professional. - phrase, manage and control personal development plan. - take a personal marketing attitude. - take ethical aspects of marketing into account. - analyse personal situation, learn more with self-management and constantly acquire new skills. - phrase independently targets, quality criteria and SMART deadline in a complex situation. 	
FC1	Internationalization: The skill to have to position yourself adequately and flexibly towards the expectations of the communication partner from another culture. The awareness of cultural differences and interferences between own culture and that of the other person. Being able to remain conscious of own identity and cultural heritage while being in contact with other cultures.	<u>The student is able to:</u> <ul style="list-style-type: none"> - demonstrate knowledge and understanding of the most important international economic questions. - identify intercultural problems. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - reflect in terms of method and content on international economic questions. - analyse these questions in a responsible method-based manner. - demonstrate understanding, tolerance and responsibility in intercultural questions. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - demonstrate personal responsibility in his professional activities in handling intercultural differences. - tackle international economic questions in an academically-responsible manner. - communicate professionally in and on intercultural questions. 	
F2	Globalisation and sustainability: Being capable – while acting and taking decisions – to not only on focus on short term goals, but to also consider social, ecological and globally important values. The core issue is the ethical point of view in relation to the economic point of view. Being able to recognize the various interests of stakeholders and shareholders and to align actions accordingly.	<u>The student is able to:</u> <ul style="list-style-type: none"> - demonstrate basic knowledge in the field of the interaction between economic questions and ethical-sustainable business practice (People, Profit, Planet, Poverty). 	<u>The student is able to:</u> <ul style="list-style-type: none"> - independently and analytically approach specific questions on sustainability and responsible management. 	<u>The student is able to:</u> <ul style="list-style-type: none"> - manage the approach to sustainable, ethically-responsible solutions for economic questions. - communicate professionally on sustainability aspects of an economic nature. 	

Article 13 Study programme layout

1. Each Bachelor's programme has a foundation year phase with a study load of 60 credits, which is concluded with the foundation year examination. The function of the foundation year is to orientate the student, allowing him or her to make suitable choices.
2. A Bachelor's programme has a study load of 240 credits with a nominal study load of 60 credits per academic year *and consists of a major and a minor. The major has a study load of 210 credits. The minor has a study load of 30 credits.*

Article 14 Overview of units of study and credits

1. Every study programme consists of a coherent set of units of study, which are components of a study programme concluded with an interim examination. Units of study cannot exceed 30 credits.
2. Only whole credits are awarded for units of study. Below you will find an overview of the distribution of credits.
3. *Study programmes and tests conducted in a foreign language are subject to the Code of Conduct for Study Programmes taught in a Foreign Language, which is stated in the overview of units of study.*

The programme consists of 3 phases: the foundation year ("propedeuse"), the main phase ("hoofdfase") and the graduation phase ("afstudeerfase"). For the old curriculum these phases are indicated with resp. PLA, HLA and ALA (with the exception of the minor). For the new curriculum these phases are indicated with resp. PIM's, MIM's and GIM's. All tests are offered in two or three languages. For example the E in PIM11E18 is for 'English'. The last 2 digits represent the specific cohort.

Students in the foundation year, also known as propaedeutic phase, in principle only can take part in the exams of their own stream (September or February). In the main phase and graduation phase, it's possible to take part in all the exams, no matter at what moment the student has started the study (September or February).

See for the exam planning the annual calendars with the exam weeks [link to annual calendars](#) and the exam schedules (on LA level) [link to exam timetables](#)

However, each student is strongly recommended to follow the curriculum according to the blueprint.

Students of FIBS follow an international study programme.

Going abroad on work placement / graduation is strongly recommended - although not mandatory - by Fontys International Business School.

However, each student is strongly recommended to follow the curriculum according to the blueprint.

Students need to meet the following thresholds in order to be allowed to participate in next phase:

Name LA	Requirement for access to LA
Start-Up Factory	Minimum of 50 credits in the propaedeutic phase
Work Placement / Internship and Business Research	Minimum propaedeutic phase completed (60 credits).

Minor ²	Minimum propaedeutic phase completed (60 credits).
Graduation Assignment	Minimum propaedeutic phase and main phase completed (180 credits)
Admission to phase 2 (Postpropaedeutic phase year 2), see also art. 12.4)	Minimum of 50 credits in the propaedeutic phase
Admission to phase 3 (year 4)	In order to be admitted to phase 3 (ALA's) student must at least have completed the work placement or the minor.

² * Students who did not complete their propaedeutic phase yet can continue with a minor offered by Fontys in Venlo in order to avoid further study delay. This is a standard exception to the rule which the examination board has approved.

Examination overview IM 2019-2020

Progresscode	Name unit of study	EC	Main- or Subcourse	Assessment methods	Weighting	Minimal grade	Assessment scale	Entry requirements	Test duration	Exam schedule	Grades published within
PIM11D/E/N19	Marketing Process I: Introduction & Analysis	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
PIM12D/E/N19	Marketing Project I: Desk Research	5	Main course	Research_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
PIM13D/E/N19	Marketing Topics I: Consumer Behaviour	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
PIM14D/E/N19	Marketing Topics II: Creativity & Presentation	5	Main course	Skills_test	100	5,5	1,0 - 10,0	No		No	15 working days
PIM15D/E/N19	Business & Economics I: Business Administration & Microeconomics	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
PIM16D/E/N19	Communication & Culture I: Foreign Language I	3	Main course	Skills_test	100	5,5	1,0 - 10,0	No		No	15 working days
PIM17D/E/N19	Personal & Professional Development I	2	Main course	Portfolio_assessment	100	5,5	Passed/Failed	No		No	15 working days
PIM21D/E/N19	Marketing Objectives & Strategies	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
PIM22D/E/N19	Quantitative Research	5	Main course	Research_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
PIM23D/E/N19	Marketing Topics III: Online Marketing	5	Main course	Project_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
PIM24D/E/N19	Marketing Topics IV: Design Thinking	5	Main course	Skills_test	100	5,5	1,0 - 10,0	No		No	15 working days
PIM25D/E/N19	Business & Economics II: Business Administration & Macroeconomics	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
PIM26D/E/N19	Communication & Culture II: Foreign Language II	2	Main course	Skills_test	100	5,5	1,0 - 10,0	No		No	15 working days
PIM27D/E/N19	Personal & Professional Development II	3	Main course	Portfolio_assessment	100	5,5	Passed/Failed	No		No	15 working days
MIM31D/E/N18	Marketing Process III: Brand Management	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
MIM32D/E/N18	Marketing Process IV: Product, Price & Place	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
MIM33D/E/N18	Marketing Project III: Qualitative Research	5	Main course	Research_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
MIM34D/E/N18	Marketing Topics V: E-Commerce	5	Main course	Project_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
SUF1	StartUp Factory I	5	Main course		100		Passed/Failed	50 EC Prop			
SUF1-GR	Group assessment	0	Sub-course	Group_assignment	50		Passed/Failed	50 EC Prop	-	No	15 working days
SUF1-IDV	Portfolio	0	Sub-course	Portfolio_assessment	50		Passed/Failed	50 EC Prop	-	No	15 working days
MIM36D/E/N18	Communication & Culture III: Foreign Language III	3	Main course	Portfolio_assessment	100	5,5	1,0 - 10,0	No	nvt	No	15 working days
MIM37D/E/N18	Personal & Professional Development III	2	Main course	Portfolio_assessment	100	5,5	Passed/Failed	No		No	15 working days

MIM41D/E/N18	Marketing Process V: Promotion	5	Main course	Project_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
MIM42D/E/N18	Marketing Process VI: Controlling	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
MIM43D/E/N18	Marketing Project IV: Marketing Research	5	Main course	Research_assignment	100	5,5	1,0 - 10,0	No		No	15 working days
MIM44D/E/N18	Marketing Topics VI: Service-, B2B- & Retail-Marketing	5	Main course	Knowledge_test/Case_study	100	5,5	1,0 - 10,0	No	90	Yes	10 working days
SUF2	StartUp Factory II	5	Main course		100	5,5	1,0-10,0	Pass SUF1			
SUF2-GR	Group assessment	0	Sub-course	Group_assignment	50	5,5	1,0-10,0	Pass SUF1	-	No	15 working days
SUF2-IDV	Portfolio	0	Sub-course	Portfolio_assessment	50	5,5	1,0-10,0	Pass SUF1	-	No	15 working days
MIM46D/E/N18	Communication & Culture IV: Foreign Language IV	2	Main course	Skills_test	100	5,5	1,0 - 10,0	No	nvt	No	
MIM47D/E/N18	Personal & Professional Development IV	3	Main course	Portfolio_assessment	100	5,5	Passed/Failed	No		No	15 working days
MIM51D/E/N17	Marketing Project V: Business Research	20	Main course	Internship_and_practical_assignment	100	5,5	1,0 - 10,0	Yes		No	
MIM52D/E/N17	Personal & Professional Development V: Internship	10	Main course	Portfolio_assessment	100	5,5	1,0 - 10,0	Yes		No	
ALA1D/E/N16	B2B-Marketing	4	Main course	Case_study	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA2D/E/N16	Retail- & Service- Marketing	5	Main course	Case_study	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA3D/E/N16	Customer Relationship Management	4	Main course	Case_study	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA4D/E/N16	Management Skills & Ethics	4	Main course	Project_assignment	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA5D/E/N16	Sales	4	Main course		100	5,5	1,0 - 10,0	Yes			
ALA5D/E/N16	Sales	0	Sub-course	Case_study	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA5D/E/N16	Sales	0	Sub-course	Skills_test	100		Passed/Failed	Yes		No	15 working days
ALA6D/E/N16	Marketing Communication	4	Main course	Project_assignment	100	5,5	1,0 - 10,0	Yes	90	Yes	15 working days
ALA7D/E/N16	Marketing Law	4	Main course	Case_study	100	5,5	1,0 - 10,0	Yes	90	Yes	10 working days
ALA10D/E/N16	Study Career Management	1	Main course	Reflection_assignment	100	5,5	Passed/Failed	Yes		No	15 working days
ALA11D/E/N16	Graduation Assignment	28	Main course	Final_thesis	100	5,5	1,0 - 10,0	Yes		No	
ALA12D/E/N16	Organisational Activities	2	Main course		100		Passed/Failed	Yes		No	

See for the FIBS Exam policy

<https://connect.fontys.nl/instituten/fibs/Institute/Pages/OER.aspx>

The examination of the Bachelor's programme is successfully completed, once the student has passed all Units of study of the Bachelor's programme.

Further stipulations with regard to the execution of the examination policy cohort 2019:

Phase 1 (Main phase competent) (semesters 1 & 2)

The test plan of cohort 2019 phase 1 applies to this phase.

Success norm phase 1

The exam of the foundation year, or propaedeutic, is successfully completed when a student has passed all 'Propaedeutic phase International Marketing' modules (PIM's) with at least a mark of 5,50 and thus achieved 60 credits.

Because of student development and studiability, a number of learning arrangements have been combined to form a unit of study of in total 10 credits. If a unit of study consists of just one learning arrangement, the credits will be awarded directly. If a unit of study consists of two learning arrangements, the credits will only be awarded following completion of both learning arrangements.

For a unit of study, a grade of at least 5.50 must be obtained. If a unit of study consists of multiple learning arrangements, a bottom limit of at least 4.0 for each individual learning arrangement applies, including exam A and B of the concerning PIM's.

Phase 2 (Graduation competent (semesters 3 till & incl. 6)

The test plan of cohort 2019 phase 2 applies to this phase.

Students are admitted to the Work Placement / Internship if they achieved the propaedeutic (phase I: 60 credits). For further requirements to be admitted, e.g. the max. starting date, please see the work placement regulations (see connect.fontys.nl/instituten/fibs/StudyProgrammes/IM/).

Success norm phase 2

Phase 2 is completed when a student has completed all the 'Main phase International Marketing' modules (MIM's) and the minor with a mark of at least 5,50 or Pass and thus achieved 120 credits.

Phase 3 (Start competent (semesters 7 and 8)

- The test plan of cohort 2019 phase 3 applies to this phase.
- Students are admitted to the Graduation Assignment if they achieved the complete main phase (phase II: 120 credits). For further requirements to be admitted, e.g. the max. starting date, please see the graduation regulations (see connect.fontys.nl/instituten/fibs/StudyProgrammes/IM/).

Success norm phase 3

Phase 3 is completed when a student has completed all the 'Graduation phase International Marketing' modules (GIM's) with a mark of at least 5,50 and thus achieved 60 credits.

Success norm bachelor degree

As referred to in the Dutch Higher Education and Research Act (*Wet op het Hoger Onderwijs en Wetenschappelijk Onderwijs*, WHW), a student will be awarded with the degree and the award ceremony will take place as soon as all units and the corresponding credits of the study programme and thus the study programme examination has been completed successfully.

The average grade of phases 2 and 3 is calculated by weighing the credits multiplied by the obtained grades per LA (including the Work Placement / Internship and the Graduation Assignment), divided by the number of credits. This only applies to minors graded from 1 to 10. Moduls graded as “passed” (new code ‘PA’ or old code ‘V’) and exemptions are not included in the calculation of the average grade.

A transition regulation applies to the other cohorts with regard to the memo of execution of the exam policy which is described in art. 43.

Article 15 Content of minors and other special programmes

1. *Students are not restricted in their choice of a minor, whether the minor is a minor specific to a study programme or one offered across Fontys, or an external minor, provided there is no overlap with the major programme (see also paragraph 2).*

The study programme offers the following minors.

FUN – Finland, the UK and the Netherlands Experience
Minor doing business in and with Europe

The following minors cannot be taken as they overlap with the major

The Minor doing business in and with Europe is a so-called programme minor for International Business programme. Students are allowed to choose their own courses in the minor from the electives. Important to notice is that FIBS students have a limited choice. This means that the following electives are not open for students from the following programmes:

- Elective 2: not open to IB students
- Elective 3: not open to IFC students
- Elective 4: not open to IFBM students
- Elective 5: not open to IM students
- Elective 6: open to all FIBS students
- Elective 7: open to all FIBS students

- State the minors that cannot be taken:

IBM (International Business Management)

2. Students who want to take a minor abroad or an external minor must seek the Examination Board's permission regarding their personal choices with respect to the minor prior to its start. Participation in a minor requires students to have passed the foundation year examination, unless the Examination Board grants them permission to take the minor without fulfilling this requirement. The minor must be taken in the third year of study.

The Examination Board allows students to follow a minor here at Fontys in Venlo if they do not have completed the Propaedeutic phase yet.

3. Enrolment in a minor must be done before the start date as stated on the [Fontys minor portal](#) or in the Minor Regulations.
4. High-achieving students can take a minor on top of the regular study programme of 240 credits.

This is subject to the following conditions:

A student is able to follow an extra minor when:

- he can achieve his bachelor education within the study period of four years,
- with a weighted average grade of at least 7.0 for all tests made thus far (including the propaedeutic year) and

- without any backlog in study progress.

A minor that has been passed will be mentioned on the diploma supplement.

Article 16 Education components

1. Below is an overview of the education components that are part of the study programme.

Curriculum International Marketing (IM) cohort 2019 – start September 2019 and February 2020							
Year 1		Year 2		Year 3		Year 4	
Phase 1: Propedeutic phase		Phase 2: Main phase				Phase 3: Graduation phase	
S1	S2	S3	S4	S5	S6	S7	S8
PIM11 Marketing Process I: Introduction & Analysis (5)	PIM21 Marketing Process II: Objectives & Strategies (5)	MIM31 Marketing Process III: Brand Management (5)	MIM41 Marketing Process V: Promotion (5)	MIM51 Marketing Project V: Business Research (10)	MIM61 Minor (30)	GIM71 Marketing Synthesis: Marketing Plan (15)	
PIM12 Marketing Project I: Desk Research (5)	PIM22 Marketing Project II: Quantitative Research (5)	MIM32 Marketing Process IV: Product, Price & Place (5)	MIM42 Marketing Process VI: Controlling (5)				
PIM13 Marketing Topics I: Consumer Behaviour (5)	PIM23 Marketing Topics III: Online Marketing (5)	MIM33 Marketing Project III: Qualitative Research (5)	MIM43 Marketing Project IV: Marketing Research (5)				
PIM14 Marketing Topics II: Creativity & Presentation (5)	PIM24 Marketing Topics IV: Design Thinking (5)	MIM34 Marketing Topics V: E-Commerce (5)	MIM44 Marketing Topics VI: Service-, B2B- & Retail-Marketing (5)	MIM52 Personal & Professional Development V: Internship (20)			GIM81 Marketing Graduation Assignment (25)
PIM15 Business & Economics I: Business Administration & Microeconomics (5)	PIM25 Business & Economics II Business Administration & Macroeconomics (5)	MIM35 Start Up Factory I (5)	MIM45 Start Up Factory II (5)			GIM72 Marketing Topics VII: CRM Data Analytics (5)	
PIM16 Communication & Culture I: Foreign Language I (3)	PIM26 Communication & Culture II: Foreign Language II (2)	MIM36 Communication & Culture III: Foreign Language III (3)	MIM46 Communication & Culture IV: Foreign Language IV (2)			GIM73 Business and Economics III: International Trade & Law (5)	
PIM17 Personal & Professional Development I (2)	PIM27 Personal & Professional Development II (3)	MIM37 Personal & Professional Development III (2)	MIM47 Personal & Professional Development IV (3)				GIM74 Communication & Culture V: Intercultural Business (5)
30 EC	30 EC	30 EC	30 EC	30 EC		30 EC	30 EC

Curriculum International Marketing (IM) cohort 2018 - Start September 2018 and February 2019							
Year 1		Year 2		Year 3		Year 4	
Phase 1: Propedeutic phase		Phase 2: Main phase				Phase 3: Graduation phase	
S1	S2	S3	S4	S5	S6	S7	S8
PIM11 Marketing Process I: M-Introduction & M-Analysis (5)	PIM21 Marketing Process II: M-Objectives & M-Strategies (5)	MIM31 Marketing Process III: Brand Management (5)	MIM41 Marketing Process V: Promotion (5)	MIM51 Marketing Project V: Business Research (10)	Minor (30)	GIM71 Marketing Synthesis: Marketing Plan (15)	GIM81 Marketing Graduation Assignment (25)
PIM12 Marketing Project I: Macro Environment Analysis (5)	PIM22 Marketing Project II: Market Analysis (5)	MIM32 Marketing Process IV: Product, Price & Place (5)	MIM42 Marketing Process VI: Controlling (5)				
PIM13 Marketing Specials I: Consumer Behaviour (5)	PIM23 Marketing Specials II: Online Marketing (5)	MIM33 Marketing Project III: Qualitative Research (5)	MIM43 Marketing Project IV: Marketing Research (5)				
PIM14 Marketing Skills I: Creativity & Presentation (5)	PIM24 Marketing Skills II: Design Thinking (5)	MIM34 Marketing Topics V: E-Commerce (5)	MIM44 Marketing Topics VI: Service-, B2B- & Retail-Marketing (5)				
PIM15 Business and Economics I (5)	PIM25 Business and Economics II (5)	MIM35 Start Up Factory I (5)	MIM45 Start Up Factory I (5)	MIM52 Personal & Professional Development V: Internship (20)			
PIM16 Foreign Language I (3)	PIM26 Foreign Language II (2)	MIM36 Communication & Culture III: Foreign Language III (3)	MIM46 Communication & Culture IV: Foreign Language IV (2)				
PIM17 Personal & Professional Development (2)	PIM27 Personal & Professional Development (3)	MIM37 Personal & Professional Development III (2)	MIM47 Personal & Professional Development IV (3)				
30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC

Curriculum International Marketing (IM) cohort 2017 – Start September 2017 and February 2018							
Year 1 / 2017-2018		Year 2 / 2018-2019		Year 3 / 2019-2020		Year 4 / 2020-2021	
Phase 1: Propedeutic phase		Phase 2: Main phase				Phase 3: Graduation phase	
S1	S2	S3	S4	S5	S6	S7	S8
PLA1 Project: Org. of Businesses (5)	PLA9 Project Business Plan (5)	HLA1 Statistics (4)	HLA9 Marketing Controlling (4)	HLA17 Internship (20)	Minor (30)	ALA1 B2B-Marketing (4)	ALA12 Graduation Assignment (28)
PLA2 Marketing Processes (5)	PLA10 Marketing Analysis (6)	HLA2 E-Marketing (4)	HLA10 Marketing Synthesis (4)			ALA2 Retail &Services Marketing (5)	
PLA3 Accounting (5)	PLA11 Economic Research (5)	HLA3 Strategic Marketing (5)	HLA11 Marketing Research (3)			ALA3 CRM (4)	
PLA4 International Business/Costs (5)	PLA12 Economics I (5)	HLA4 Foreign Language III (2)	HLA12 Foreign Language IV (2)			ALA4 Management Skills & Ethics (4)	
PLA5 Business Mathematics (5)	PLA13 Social & Communication Skills (2)	HLA5 Brand Management (5)	HLA13 Consumer Behaviour (4)			ALA5 Sales (4)	
PLA6 Bus. English I (2)	PLA14 Bus. English II (2)	HLA6 Sustainable Innovation (3)	HLA14 Economics II (3)	HLA19 Business Research (10)		ALA6 Marketing Communication (4)	
PLA7 Foreign Lang.I (2)	PLA15 Foreign Lang.II (2)	HLA7 Bus. English III (3)	HLA18 Bus. English IV (3)			ALA7 Marketing Law (4)	
	PLA16 Law (2)	HLA8 Start Up Factory (4)	HLA8 Start Up Factory (4)				
PLA8 SCM (2)			HLA15 SPSS (3)			ALA10 SCM (1)	ALA11 Organizational Activities (2)
30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC

Curriculum International Marketing (IM) cohort 2016 – Start September 2016 and February 2017							
Year 1 / 2016-2017		Year 2 / 2017-2018		Year 3 / 2018-2019		Year 4 / 2019-2020	
Phase 1: Propedeutic phase		Phase 2: Main phase				Phase 3: Graduation phase	
S1	S2	S3	S4	S5	S6	S7	S8
PLA1 Project: Org. of Businesses (5)	PLA9 Project Business Plan (5)	HLA1 Statistics (4)	HLA9 Marketing Controlling (4)	HLA17 Internship (20)	Minor (30)	ALA1 B2B-Marketing (4)	ALA12 Graduation Assignment (28)
PLA2 Marketing Processes (5)	PLA10 Marketing Analysis (6)	HLA2 E-Marketing (4)	HLA10 Marketing Synthesis (4)			ALA2 Retail &Services Marketing (5)	
PLA3 Accounting (5)	PLA11 Economic Research (5)	HLA3 Strategic Marketing (5)	HLA11 Marketing Research (3)			ALA3 CRM (4)	
PLA4 International Business/Costs (5)	PLA12 Economics I (5)	HLA4 Foreign Language III (2)	HLA12 Foreign Language IV (2)			ALA4 Management Skills & Ethics (4)	
PLA5 Business Mathematics (5)	PLA13 Social & Communication Skills (2)	HLA5 Brand Management (5)	HLA13 Consumer Behaviour (4)	ALA5 Sales (4)		ALA11 Organizational Activities (2)	
PLA6 Bus. English I (2)	PLA14 Bus. English II (2)	HLA6 Sustainable Innovation (3)	HLA14 Economics II (3)	ALA6 Marketing Communication (4)			
PLA7 Foreign Lang.I (2)	PLA15 Foreign Lang.II (2)	HLA7 Bus. English III (3)	HLA18 Bus. English IV (3)	ALA7 Marketing Law (4)			
	PLA16 Law (2)	HLA8 Mini Company (4)	HLA8 Mini Company (4)				
PLA8 SCM (2)			HLA15 SPSS (3)	HLA16 SCM		ALA10 SCM (1)	
30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC	30 EC

Examination Programme Matrix International Marketing Cohort 2019 – Level I

Format LO en Credits FIBS International Marketing (Commerciële Economie)							
Curriculum Propedeuse International Marketing (PIM)				Leeropbrengsten		Toetsvorm	Credits
	KB	WC	BD	R	I		
KB Koers bepalen; WC Waarde creëren; BD Business development; R Realiseren; I Inzicht							
Propedeuse semester 1							
PIM11 Marketing Process I: Introduction & Analysis	X	X		X	X	Kennistoets/Casustoets	5
PIM12 Marketing Project I: Desk Research	X	X	X	X	X	Onderzoeksopdracht	5
PIM13 Marketing Topics I: Consumer Behaviour	X	X				Kennistoets/Casustoets	5
PIM14 Marketing Topics II: Creativity & Presentation			X	X	X	Vaardigheidstoets	5
PIM15 Business & Economics I: Business Administration & Microeconomics	X	X	X	X		Kennistoets/Casustoets	5
PIM16 Communication & Culture I: Foreign Language I	X	X	X	X		Vaardigheidstoets	3
PIM17 Personal & Professional Development I	X	X	X	X	X	Portfolio-Assessment	2
Totaal Leeropbrengsten/Credits	6	6	5	6	4		30

Propedeuse semester 2							
PIM21 Marketing Process II: M-Objectives & Strategies	X	X		X	X	Kennistoets/Casustoets	5
PIM22 Marketing Project II: Quantitative Research	X	X	X	X	X	Onderzoeksopdracht	5
PIM23 Marketing Topics III: Online Marketing			X	X		Projectopdracht	5
PIM24 Marketing Topics IV: Design Thinking			X	X	X	Vaardigheidstoets	5
PIM25 Business & Economics II: Business Administration & Macroeconomics	X	X	X	X		Kennistoets/Casustoets	5
PIM26 Communication & Culture II: Foreign Language II	X	X	X	X		Vaardigheidstoets	2
PIM27 Personal & Professional Development II	X	X	X	X	X	Portfolio-Assessment	3
Totaal Leeropbrengsten / Credits	5	5	6	7	4		30

Totaal Leeropbrengsten/Credits propedeuse	11	11	11	13	8		60
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Examination Programme Matrix International Marketing Cohort 2018 – Level 2

Format LO en Credits FIBS International Marketing (Commerciële Economie)

Curriculum Main phase International Marketing (MIM)	Leeropbrengsten					Toetsvorm	Credits
	KB	WC	BD	R	I		
KB Koers bepalen; WC Waarde creëren; BD Business development; R Realiseren; I Inzicht							
Hoofdfase semester 3							
MIM31 Marketing Process III: Brand Management	X	X	X	X		Kennistoets/Casustoets	5
MIM32 Marketing Process IV: Product, Price & Place	X	X	X	X		Kennistoets/Casustoets	5
MIM33 Marketing Project III: Qualitative Research	X		X	X	X	Onderzoeksopdracht	5
MIM34 Marketing Topics V: E-Commerce			X	X		Projectopdracht/Pitch	5
SUF1 Start Up Factory I	X	X	X	X	X		5
MIM36 Communication & Culture III: Foreign Language III	X	X	X	X		Portfolio-assessment	3
MIM37 Personal & Professional Development III	X	X	X	X	X	Portfolio-assessment	2
Totaal Leeropbrengsten/Credits	6	5	7	7	3		30

MIM35, 3 LOs have to be in consultation between the student and the coach

Hoofdfase semester 4							
MIM41 Marketing Process V: Promotion	X	X	X	X		Casustoets/Projectopdracht	5
MIM42 Marketing Process VI: Controlling	X	X	X	X		Kennistoets/Casustoets	5
MIM43 Marketing Project IV: Marketing Research	X		X	X	X	Onderzoeksopdracht	5
MIM44 Marketing Topics VI: Service-, B2B- & Retail-Marketing	X	X				Kennistoets/Casustoets	5
SUF2 Start Up Factory II	X	X	X	X	X		5
MIM46 Communication & Culture IV: Foreign Language IV	X	X	X	X		Vaardigheidstoets	2
MIM47 Personal & Professional Development IV	X	X	X	X	X	Portfolio-Assessment	3
Totaal Leeropbrengsten/Credits	7	6	6	6	3		30

MIM35, 3 LOs have to be chosen in consultation between the student and the coach

Examination Programme Matrix International Marketing Cohort 2017 – Level 2

Format Competenties en Credits FIBS International Marketing (Commerciële Economie)															
Curriculum hoofdfase International Marketing (HLA)	Competentie													Toetsvorm	Credits
	DC1	DC2	DC3	DC4	DC5	DC6	DC7	DC8	DC9	DC10	DC11	FC1	FC2		
DC1 Entrepreneurship; DC2 Market Research; DC3 Marketing Analysis; DC4 Marketing Strategy/Policy; DC5 Marketing Planning; DC6 Relationship Management/Sales; DC7 Communication; DC8 Marketing Communication; DC9 Leadership; DC10 Interpersonal competence; DC11 Intrapersonal competence; FC1 Internationalization; FC2 Globalization/Sustainability															
Hoofdfase Semester 5															
HLA17 Internship	3 crosses have to be decided in consultation between the student and the university supervisor													Portfolio-Assessment	20
HLA19 Business Research														Stage- en praktijkopdracht	10
Totaal Competenties/Credits	0	0	0	0	0	0	0	0	0	0	0	0	0		30

Hoofdfase Semester 6															
Minor															30
Totaal Leeropbrengsten/Credits	0	0	0	0	0	0	0	0	0	0	0	0	0		30

Examination Programme Matrix International Marketing Cohort 2016 – Level 3

Format Competenties en Credits FIBS International Marketing (Commerciële Economie)															
Curriculum afstudeerfase International Marketing (ALA)	Competentie													Toetsvorm	Credits
	DC1	DC2	DC3	DC4	DC5	DC6	DC7	DC8	DC9	DC10	DC11	FC1	FC2		
DC1 Entrepreneurship; DC2 Market Research; DC3 Marketing Analysis; DC4 Marketing Strategy/Policy; DC5 Marketing Planning; DC6 Relationship Management/Sales; DC7 Communication; DC8 Marketing Communication; DC9 Leadership; DC10 Interpersonal competence; DC11 Intrapersonal competence; FC1 Internationalization; FC2 Globalization/Sustainability															
Afstudeerfase semester 7															
ALA1 B2B-Marketing					x	x	x					x		Casustoets	4
ALA2 Retail- & Service- Marketing			x	x	x						x		x	Casustoets	5
ALA3 Customer Relationship Management		x		x		x								Casustoets	4
ALA4 Management Skills & Ethics		x					x		x	x		x	x	Casustoets/Projectopdracht	4
ALA5 Sales	x				x	x	x							Casustoets + vaardigheidstoets	4
ALA6 Marketing Communication	x	x	x	x	x			x	x	x	x		x	Casustoets/Projectopdracht	4
ALA7 Marketing Law	x	x	x	x				x		x		x	x	Casustoets	4
ALA10 Study Career Management											x			Reflectieopdracht	1
Totaal Competenties/Credits	3	4	3	4	4	3	3	2	2	3	3	3	4		30

Afstudeerfase semester 8															
ALA12 Graduation Assignment	3 crosses have to be decided in consultation between the student and the university supervisor													Afstudeeropdracht	28
ALA11 Organisational Activities											x			Projectopdracht(en)	2
Totaal Leeropbrengsten/Credits	0	0	0	0	0	0	0	0	0	0	1	0	0		30
Totaal Competenties/Credits afstudeerfase	3	4	3	4	4	3	3	2	2	3	4	3	4		60

2. The education components of the minors are described in the minor regulations. The regulations governing the minors offered across Fontys can be found at www.fontys.nl/minors. The regulations governing minors specific to study programmes are included as [an appendix 2 to this TER](#).
3. Any entry requirements a student must meet before participating in an education component are stated in the overview as referred to in paragraph 1.
4. Participation in education components in the post-foundation year phase is allowed after passing the foundation year examination. The Examination Board may grant permission to a student who has not passed the foundation year examination to participate in education components in the post-foundation year phase. (*Section 7.30 of the WHW.*)
In case a student achieved 50 credits after the first study year, he/she will be permitted in the post Propaedeutic Phase.
5. [Enrolment in the education components proceeds as follows: enrolment procedure - mention term for enrolment](#) **Enrolment in the education components is not required.**
6. The timetable is [announced by way of https://www.fontys.nl/roosters/FIBS/](#) **no later than three weeks** prior to the start of classes.
7. Students who have registered for an education component must ensure that they meet the entry requirements of that component. The overview in Article 16, paragraph 1, indicates the education components to which requirements apply for participation as well as the nature of these requirements. If the requirements concern compulsory attendance, students who are eligible for the top-level athletes scheme or the [student entrepreneur scheme](#) can apply to meet this requirement in a parallel group or for exemption from this obligation (see also Article 11 and 11a).

Article 16a - Evaluation of teaching

The teaching provided during the study programme is evaluated in the following way.

Education will be evaluated as follows:

- Student evaluation at the end of each semester (digitally done, announced by study career coaches)

- Evaluation sessions with students (by quality coordinator)

Feedback of the results of these evaluations will be given to the study programme manager, Programme Committee ('opleidingscommissie'), quality coordinator, others involved and to students during evaluation sessions. Finally actions to improve will be determined by persons in charge.

Section 6 Tests, assessment and study progress

Article 17 Types of tests

1. *The study programme has tests with credits only. The student immediately earns credits on passing the test. A competency examination is also regarded as a test with credits. When an interim examination of a unit of study consists of several component tests, the credits will be awarded as soon as the interim examination of the unit of study is passed. A competency examination is a special form of a test with credits.*
2. A test comprises an examination conducted by the examiner of a student's knowledge, understanding, skills or competencies as well as an assessment of the examination results.
3. Tests are conducted in writing or orally or in a fashion that combines both writing and oral delivery (e.g. product and presentation/interview).
4. An oral examination, including an assessment, is conducted by at least two examiners, with one of them acting as the first examiner designated by the (chairman of the) Examination Board. *If only one examiner conducts the oral examination, the session will be recorded (audio or video) in order to have a second examiner make a second assessment based on this recording.* A report must always be drawn up of an oral test to enable an assessment of the quality afterwards. A test may be conducted by a single examiner only following the approval of the Examination Board and provided the student does not object.
An oral test is held in public. Interested parties who wish to attend an oral test must submit a request to that effect to the examiner(s) at least two weeks before the test is held. The examiner must inform the student who is taking the test. If the student objects, the request to attend the oral test will in any event be rejected. Any rejection by the examiner will be substantiated. When the Examination Board offers students the possibility to sit an additional oral test by way of replacement of a regular test, it will always be conducted and assessed by two examiners.

Article 18 Overview of tests

The following tests are part of the study programme: *See overview in Article 10*

Article 19 Tests and assessments

1. The Examination Board will designate one or more examiners for each test. An examiner can also be an external expert. *Each competency examination will be assessed by at least one assessor who is not involved in that student's study career counselling.*
3. The assessment of minors is described in the minor regulations. The examiner of the minor determines whether a student has passed the tests. The Examination Board of the coordinating institute that offers the minor must determine whether the student has passed the minor and ensure that the student receives a certificate. The result achieved for the minor is forwarded to the programme administration of the study programme in which the student concerned is enrolled.

Article 20 Content of tests, duration of the test, test aids and test timetables

1. The content of the test, including the learning objectives, is described in *the Semester Handbook*, see <https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IM> and *the content of the test* is made available to students at least *three working* weeks before the test.
2. The examiner determines the period of time allowed to students to take the test as well as any aids that students may use during the test, subject to the guidelines and instructions provided by the Examination Board. This information must be stated on the examination paper.
3. The test timetable will be published through <https://connect.fontys.nl/instituten/fibs/Schedules> no later than *three* weeks before the start of the test period in question.

Article 21 Sitting competency examinations

There are no competency examinations.

Article 22 Registration for tests

1. *Students must register for every test in accordance with the procedure set out below.*

Registration procedure:

The time table will be published in time but no later than 3 weeks before the test

starts. Publication will take place on the intranet <https://connect.fontys.nl/instituten/fibs/Schedules/> and includes per summative test the date, time to start and end the test and the location of the test.

Each student who wants to take the test must register first. Registration takes place via ProgRESS. Registration is only possible during the published registration periods. These are indicated on the FIBS portal, see <https://connect.fontys.nl/instituten/fibs/Schedules>

If a student cannot register himself during the official registration period he must report this immediately **during** the official registration period to the Student Service Center. The SSC will then take care of the registration.

If a student wants to register for a test after the official registration period has been closed, he/she can do this within 10 working days after closure of the registration period and by paying a fee of € 20,- per test (with a max. of € 50,- per test period). This applies to all test forms. In this case the student will receive an approval form.

Only students who are registered (and whose names are on the attendance list) and students with an approval form are allowed to sit the test.

If it turns out that a student took the test without being registered, the test will in principle not be marked. In cases that are not included in this procedure the examination board will decide.

2. Students who have failed to act in accordance with the registration procedure cannot sit the test.
3. [Students may cancel a registration for a test in accordance with the following procedure.](#)
Not applicable.

Article 23 Proof of identity during tests

Students must prove their identity at every test by showing a legally valid form of ID other than a student ID card.

Article 24 Test marking system

1. The assignments, questions, assessment norms and criteria are determined by the examiners with due regard for the guidelines and instructions provided by the Examination Board. The examiner conducts the test and determines the result on the basis of the determined assessment standards and assessment criteria.
2. If one and the same test is conducted and assessed by more than one examiner, the Examination Board will ensure that these examiners adhere to the same standards and criteria.

Article 25 Test results

1. The test results must be announced in writing to the student within ten days of the date of the test apart from the exceptions laid down in the Teaching and Examination Regulations. The study programme administration is responsible for announcing the test results. The privacy of students will be respected when test results are announced.
[For reports and projects, including the Work placement / Internship project, Business Report and the Graduation project the test results will be announced within 15 days.](#)
2. Students are entitled to inspect all assessed tests and the accompanying assessment criteria and to be given feedback on the results.
3. [Inspection is subject to the procedure described below.](#)
4. [Feedback is given according to the following procedure.](#)
Inspection and feedback is subject to the procedure described below.
Within 2 weeks of the max. publication date of the results of the written tests the student will be given the opportunity to review the assessed test. During this period each student that took the test can get information about questions and

assignments of the specific test and, if possible, of the norm that has been maintained to for the assessment.

The executive committee of the examination board can determine whether the review will take place at an exact location and time or by appointment.

If the student concerned can prove that he was unable to be present at the arranged location and time due to force majeure, another option will be agreed upon.

5. Students will receive written notification of their results at least once a year, from which notification students may derive rights.

Students receive a general e-mail at least once a year with a link to the student's current academic accomplishments in Progress and the information how to receive an overview with the results authenticated with stamp and registered signature at the Student Service Centre.

Article 26 Inability to sit tests

1. Students who have acted in accordance with the registration procedure described in Article 22 but who are unable to sit the test for reasons beyond their control, the legitimacy of which reasons is subject to assessment by the Examination Board, may apply to the Examination Board to sit the test within a period of time to be set by the Board.
2. The application referred to in the previous paragraph must be submitted in writing to the chairman of the Examination Board and include the necessary evidence. The Examination Board will then take a decision and inform the student concerned. If the request is granted, the Examination Board will set a date, time and place for the test. Any rejection of the request will be substantiated and the student will be informed of his or her right to appeal. In assessing the request, the Examination Board's primary criteria are the obstruction of the study progress and the student's personal circumstances.
3. If such a request relates to a test of a minor offered across Fontys, the student must direct the request to the coordinating institute responsible for the minor, as described in regulations governing the minor
4. Students in the propaedeutic phase can only take part in the exams of their own stream (September or January). In the main phase and graduation phase, it's possible to take part in all the exams, no matter which stream the student follows (September or February)

Article 27 Request for a review

1. Students who do not agree with an assessment can submit a request for a review of the assessment to the Examination Board within 4 working weeks after the date of the assessment (see Article 44 of the Students' Charter). The Examination Board must take a decision within 4 work weeks at a maximum.
2. Students may also appeal directly to the Examination Appeals Board within 6 calendar weeks after the date of the assessment via www.fontys.nl/studentenloket. (see Article 45 and Article 46 of the Students' Charter)

Article 28 Resits

1. Tests are conducted at least twice an academic year.
Students can resit components marked with a pass no more than once, and at least once, in which case the highest mark will count.
For the practical tests referred to below, resits only take place in the following academic year (in case there is not enough time to successfully complete the resit (retake) before the end of the academic year):
- Work Placement (Internship and Business Research)
- Graduation assignment
2. At least two opportunities to take tests that assess the material they have learned will be offered. Following these two test opportunities, the material to be studied for the test may be adapted to the material offered in the teaching block prior to the test. An up-to-date description of the material to be tested can be found via on the FIBS portal in the course manuals
<https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IB/>

When a phase is administratively closed, it's no longer possible to retake modules that already have been achieved successfully. A phase is administratively closed when a student passed all exams concerning this phase.

Article 29 Period of validity of results

1. The period of validity of successfully completed component tests is **ten years**.
Results achieved for interim examinations can only lapse if the understanding / knowledge / skills to which these interim examinations relate can be shown to be obsolete. Understanding, knowledge and skills that were assessed more than 10 years ago can evidently be shown to be obsolete.
The period of validity of successfully completed interim examinations is:
10 years
The Examination Board may extend this term.
2. In the event of special circumstances as referred to in the Profiling Fund Scheme, the period of validity of interim examinations will as a minimum be extended by the duration of the support granted on the basis of that scheme.
3. If the study programme has been substantially altered, **details on how this term will be restricted can be stated below**, whether in the form of a written decision issued to a student or incorporation in the Teaching and Examination Regulations, if it applies to the entire cohort.
Not applicable.

Article 30 Final paper - Knowledge bank

Final papers of the study programme are not entered in a knowledge bank.

Article 31 Study progress

The study programme is responsible for recording the test results in the programme administration. **If the student is of the opinion that not all results have been properly registered in Progress, he / she must report this to the SSC by mail within 3 months after the moment of testing, SSC-venlo@fontys.nl.**

Article 32 Advice regarding the continuation of studies

1. During the first year of enrolment in the propaedeutic (first-year) phase of a bachelor study programme and, where possible, prior to the start of the second semester, the student is given advice on his or her study progress. If the study progress is unsatisfactory, the student will receive a written warning and be told that if the study progress continues to be unsatisfactory, he or she will receive a binding negative advice regarding the continuation of his studies. A reasonable period within which the student must have improved his or her grade point average and the opportunities a study programme offers in that regard are stated in the warning. (*Section 7.8b of the Act*)
A student who has not received a warning at that stage may yet receive one at a later point in the first year if he or she has fallen behind, and will be given a period within which to improve his or her grade point average.
At the end of the first semester of the Propaedeutic phase the study career coach conducts a personal conversation with the student on earned credits.
Before the retakes at the end of the first semester take place each student receives a letter at the Fontys e-mail address with information about the warning and the study advice at the end of the first year of enrolment (12 months). The student is asked to contact his/her study career coach when no personal conversation has taken place.

If a student has passed tests representing the value of 24 till and including 29 credits, but also received the notification that at the end of the academic year at least 50 credits must have been obtained.

If a student has passed tests representing less than 24 credits, but also received the notification that at the end of the academic year 50 credits must have been obtained to prevent a binding negative advice at the end of the first study year. In addition this student is under obligation to present a 'study agreement' to his study career coach within 2 weeks.

2. The study programme must give students advice regarding the continuation of studies in writing before the end of their first year of enrolment (12 months) in the foundation phase. Advice may be related not only to the continuation of the study programme, but also to the main subject the student may take. Advice regarding the continuation of studies can be negative (binding negative study advice), meaning that the student's enrolment in that particular study programme will be terminated and that he or she will not be allowed to re-enrol in the same study programme.
Advice regarding the continuation of studies will be given to a student taking a part-time study programme with a study load of fewer than 60 credits in the first year of enrolment ...
3. Advice regarding the continuation of studies is based on the student's results in the foundation year. The Examination Board advises the institute director on advice regarding the continuation of studies to be given. This advice must take into account the student's personal circumstances. Students must report any personal circumstances to their study career counsellors or student counsellors the moment they occur.
If the student misses the deadline for reporting special circumstances, the Examination Board will examine whether it was excusable for the student to miss the deadline for reporting those circumstances. Engaging in top-level sports activities by students who have been granted a Top-Class Sport or Talent status are entitled to be regarded as a special circumstance, on the basis of which the delivery of advice regarding the continuation of studies is deferred. The practice of running a business of his or her own by student entrepreneurs who have been awarded student entrepreneur status, as defined in the Fontys student entrepreneur scheme, is also regarded as a special circumstance, on the basis of which the delivery of advice regarding the continuation of studies is deferred. However, a minimum number of credits which must be achieved to qualify for that deferral may be specified for student entrepreneurs (see also paragraph 4 of this article).
4. The student will be given positive study advice regarding the continuation of studies in the following cases:
The student has achieved the norm of 50 credits within 12 months of enrolment and has achieved a "passed" for PIM27 Personal & Professional Development.
The student will be given a binding negative study advice regarding the continuation of studies in the following cases:
The student has obtained less than 50 credits after completing the regular test schedule.
The minimum number of credits that must be achieved to qualify for that deferral for student entrepreneurs is 50 credits.
5. Where there are special circumstances as defined in paragraph 3 of this article which may have had an influence on the credits the student obtained, the delivery of advice regarding the continuation of studies may be deferred until the end of the second year of enrolment or until the end of a shorter period. At the end of the second year or the shorter period, there will be a further review of whether the student has met the criteria as defined in paragraph 4.
6. Students who seek the termination of their enrolment during the first year of enrolment will be given a warning from the director stating his expectation that they may not be suitable for the study programme. The director must seek the advice from the Examination Board before doing so. The number of months of enrolment students have left before being given advice regarding the continuation of studies must also be determined in the event the student should decide to enrol in the same study programme at a later date (see also Article 35).

Article 33 Additional provisions concerning binding negative advice regarding the continuation of studies

1. An institute wishing to issue binding negative advice regarding the continuation of studies must make provisions that allow for, among other things, a student's personal circumstances and which are aimed at guaranteeing a student's good progress.
2. Binding negative advice regarding the continuation of studies is valid for a period of two years.
3. At the student's request, the institute director give permission for a student to re-enrol in spite of the binding negative advice as referred to in Section 7.8b(3) of the WHW.
4. A binding negative advice regarding the continuation of studies refers to the full-time, part-time and dual forms of the study programme, unless otherwise stated.
5. Each binding negative advice regarding the continuation of studies must expressly state that the binding negative advice only refers to the study programme mentioned. Each binding negative advice regarding the continuation of studies comes with a referral to either another study programme or to a student counsellor or Student Career Centre.

Section 7 Graduation

Article 34 Examinations - certificates - diploma supplement

1. Students have passed the examination of the foundation year or the study programme if they have passed all units of study which form part of the foundation year or the study programme, as referred to in section 13. *(Section 7.10 of the Act.)*
2. Certificates are given at the following occasions:
 - on passing the foundation year examination;
 - on passing the study programme's final examination.
3. The certificate will only be given after it has been established that the student is enrolled and has paid his or her tuition fees for all the enrolment years. *(Section 7.11 of the WHW.)*
4. After successful completion of the examination, the Examination Board awards the certificate. The certificate is dated on the date of the student's final academic activity. The certificate of a study programme comes with a diploma supplement.
The Examination Board will determine that the student has passed within a maximum of eight calendar weeks after the last academic activity.
If the student wishes for the certificate to be dated later, the student must postpone the completion of his or her final academic activity.
The certificate is signed on behalf of the Examination Board by the (deputy) chairman, the (deputy) secretary, the candidate and, if applicable, an external expert.
(Section 7.11 of the WHW). On behalf of the institute, the Examination Board also confers on the student the degree if the student has taken the or the study programme examination.
5. **For the study programme's examination the Bachelor of Science degree is awarded.**
6. The award ceremony takes place at a time decided by the institute.
Students who passed the study programme examination and have requested the postponement of the award of the certificate may be issued a statement that the study programme degree has been conferred on them. *(Section 7.11 of the WHW.)*
7. **The certificates of students whose performance has been extraordinary will state the distinctions referred to below.**
The distinction 'cum laude' is the highest degree possible.
Students will be awarded the distinction 'cum laude' if they meet the following criteria:

"With honours" / "Cum laude" (post propaedeutic phase)

A student will be awarded with the distinction "with honours" (in the Dutch OER mentioned as "cum laude"), if he has met the following requirements:
the student has achieved a weighted average grade of 8.0 or higher for the post-propaedeutic components (modules) of the study programme. Results for the minor, exemptions and modules graded with 'passed / failed' are not included.

"With merit" / "met genoegen" (post propaedeutic phase)

A student will be awarded with the distinction "with merit" (in Dutch "met genoegen"), if he has met the following requirements:
the student has achieved a weighted average grade of 7.0 or higher for the post-propaedeutic components (modules) of the study programme. Results for the minor, exemptions and modules graded with 'passed / failed' are not included.

The Examination Board reserves the right in individual situations not to award a distinction on the certificate of a student in case of fraud.

8. The Executive Board reports to DUO the students that have passed the final examination of the study programme.

Article 35 Statement on departure

1. Every student who seeks to terminate his or her enrolment without having passed the study programme's final examination will be invited for an interview.
2. At the student's request, the student may be issued a statement listing any results achieved. *Results of successful tests without credits can be converted into an equivalent of credits based on the study load. (Section 7.11 of the WHW.)*
3. The statement must specify that the interim examination test results will in principle be valid for ten years. The statement can include a reservation in the event of a substantial overhaul of the study programme. See article 29.

Article 36 Transfer

Any specific arrangements made with one or more universities with respect to the Bachelor's programme in order to facilitate the smooth transfer of students to a university Master's programme are detailed below.

Not applicable.

Section 8 Irregularities and fraud

Article 37 Irregularities and fraud

1. If irregularities are discovered in connection with a test, as a result of which the Examination Board cannot guarantee the test's quality and any of its results, the Examination Board may forgo having the test checked, or declare a test result void. In such cases, the Examination Board must ensure that an opportunity to resit the test in the near future is offered to the affected students.
2. If a student is guilty of an irregularity committed with respect to (a component of) an examination or fraud, the Examination Board may exclude the student from sitting one or more tests of the study programme for a period to be determined by the Examination Board but which will not exceed one year. If the test has already been assessed, the result will be declared void.
See also the FIBS Fraud Policy in Appendix 5.
3. In the case of serious fraud, the Examination Board can propose to the Executive Board that the enrolment of the student involved be prematurely terminated (*Section 7.12b of the WHW.*)
4. If the irregularity or fraud is only discovered after the examination, the Examination Board may withhold or claim back the certificate of the study programme or decide that the certificate will not be issued unless the student sits a new test or examination in the components to be determined by the Examination Board and in a fashion to be determined by the Examination Board.
5. Before taking a decision, the Examination Board will hear the student and any other interested parties. A report will be drawn up of this hearing, of which a copy is forwarded to the student. The Examination Board must notify the student of its decision without delay, which notification can be given orally if required but must in any event also be issued in writing. Furthermore, the student is informed of his right of appeal.
6. The Examination Board makes up a report of its decision and the facts it is based on.
7. *Examiners of Fontys International Business School use software programs to detect or track down plagiarism.*
8. *Violating the rules as laid down in the ' examination protocol ' falls within the definition of fraud. This applies also to non-permitted use and carrying informative items. Informative items that are allowed are stated thoroughly on the exam cover page.*

Section 9 Examination Board, appeal

Article 38 Examination Board

1. The institute director establishes an Examination Board for each study programme or group of study programmes.
2. The Examination Board's duties and responsibilities are laid down in the WHW. (*Sections 7.12, 7.12b and 7.12c of the WHW*). These include the following duties and responsibilities:
 - responsibility for guaranteeing the quality of testing;
 - responsibility for guaranteeing the quality of the organisation of and the procedures surrounding tests and examinations;
 - to determine objectively and professionally whether a student has passed an examination;
 - to award certificates and the diploma supplement;
 - to determine alternative tracks;
 - to assess applications for exemptions and reviews and to award applications for special facilities;
 - to determine whether an examination has been conducted in a way other than that prescribed in the TER;
 - approval of the details of a foreign minor or external minor;
 - to give advice to the institute director on advice regarding the continuation of studies to be issued;

The composition of the Examination Board can be found in the Appendix 4 'Composition of the Examination Board'
3. An application to the Examination Board can be submitted to <https://connect.fontys.nl/instituten/fibs/Institute/ExamBoard> (see also Article 27).

Article 39 Appeals

Students who do not agree with a decision of the Examination Board can lodge an appeal against this decision within six calendar weeks after the date of the decision with the Examination Appeals Board (see Articles 45 and 46 of the [Students' Charter](#)). (*Section 7.61 of the WHW*.)

Notices of appeal should preferably be submitted in digital format via the portal of the Examination Appeals Board. See the website for more information. Students can contact the Student Counselling Office (iStudent@fontys.nl) for help on lodging an appeal.

Section 10 Retention and hardship clause

Article 40 Retention of documentation

1. The Examination Board is responsible for retaining the minutes of its meetings and its decisions for a period of seven years.
2. The Examination Board is responsible for retaining its issued statements, among others, the statement on departure of a student who terminates his or her enrolment without having passed the study programme's final examination, for a period of ten years.
3. The Examination Board will ensure that the following information on each student will remain in the institute's archives for 50 years:
 - information on whether each student has obtained a foundation year certificate and / or a certificate of higher professional education including the list of marks.
4. The institute director is responsible for retaining test papers/assignments, assessment criteria, marking standardisation, pass marks, test matrices and test analyses for a period of seven years.
5. The institute director is responsible for retaining the lists drawn up and signed by the examiners containing the results achieved for a period of ten years.
6. The institute director is responsible for ensuring that all final papers and other kinds of tests in which students demonstrate their command of all aspects of the final attainment level, including assessments, will be kept for a period of seven years.
7. For the purpose of the external assessment of the programme in connection with accreditation, the institute director will ensure retention of a representative set of tests, including assessments, for a period of two years after the assessment.
8. The institute director is responsible for ensuring that the work completed by the student (written and non-written, including digital work) including assessments, with the exception of the work forming part of the representative set of final papers, is either destroyed or returned to the student after the expiry of a term of at least six months following the publication of the result. This term may be extended if necessary in connection with an appeal procedure.

Article 41 Hardship clause

1. The Examination Board can make provisions for serious injustices that occur as a result of the application of these rules; it can also make decisions in cases not provided for by these rules. In order to decide whether the hardship clause must be applied, the Examination Board must weigh the interests of the student concerned and those of the study programme. Cases requiring immediate action may be heard by the chairperson of the Examination Board or his or her deputy after which the other members must be notified as soon as possible.
2. Students must apply in writing, stating reasons, to the Examination Board for the application of the hardship clause in accordance with Article 44 of the Students' Charter. The Examination Board decides on the student's application and communicates this decision in writing, stating reasons, to the student concerned, who is also informed of his or her right of appeal.

Section 11 Final provisions and implementation

Article 42 Entry into force, amendments, publication and official title

1. The TER applies to all students enrolled in the study programme in question during the 2019-2020 academic year-
2. The general section of these regulations and any amendments thereto will be established by the Executive Board, after having obtained the consent of the students' section of the Central Participation Council. PC's will be given an opportunity to issue advice to the CPC. That general section of the TER constitutes the basis on which the study programme-specific TER for each study programme will be drawn up before being submitted to the Examination Board for their advice and the (joint) study PC and IPC for their advice/consent. The (joint) study PC advises the institute director and sends its advice to the IPC for informational purposes. The IPC advises the institute director and sends its advice to the (joint) study PC. The establishment of and amendments to the study programme-specific TER are effected following a proposal from the institute and require the consent of the students' section of the competent IPC and the (joint) study PC. (see Sections 10.20 and 7.13 of the WHW.)
PC can inform Legal Affairs (JZ) of any notes to the general section of the Teaching and Examination Regulations. As far as possible, these notes will be incorporated into the general section of next academic year's Teaching and Examination Regulations.
3. The text of the TER can be amended if warranted by changes to the organisation or organisational components with due observance of the provisions of paragraph 4. In the event of an interim change, the procedure as described in paragraph 2 applies.
4. If the interests of an individual student are prejudiced as a result of interim amendments of the regulations, the student may submit a written application to the Examination Board to protest against the amendment of the rules. The Examination Board examines the student's application and bases its decision on a weighing-up of the interest of the individual student on the one hand and the interest of the quality of the study programme on the other.
5. The institute director adopts the study programme-specific TER before 1 June of the academic year preceding the academic year that starts on 1 September. He ensures the publication of the study programme-specific component of these regulations and any amendments thereto by making them available for inspection with the secretariat of the study programme and placing them on the website.
6. The text of the TER may be adapted if required following changes in the organisation or parts of it, without prejudice to the provisions of paragraph 3.
7. *The official title of these rules is 'General Section of the Teaching and Examination Regulations of Fontys'.*

The official title of the TER of the Bachelor's programme is the institutional section of the TER 2019-2020 from Fontys International Business School from the bachelor study Marketing Management / Commerciële economie, differentiation International Marketing .

Article 43 Transitional provisions

When a study programme is subject to a substantial overhaul, the following transitional provisions will apply.

After the last regular activities of the 'old' programme and the related test or examination have been completed, this test or examination will be held two more times by way of resits. After that, it will be decided which test or examination that is part of the 'new' programme the student must sit to replace the 'old' one. or transitional provisions of the individual study programme.

In study year 2019-2020 the IM exams of the old curriculum, first study year for cohort 2017, will not be offered anymore. Please see

<https://connect.fontys.nl/instituten/fibs/Institute/Pages/OER.aspx> for the specific information for each cohort/study programme and the transitional provision..

Article 44 Unforeseen cases

The Examination Board decides in all cases not provided for by the study programme-specific part of the TER, unless the issue is covered by the institute director's competency.

B - Set-up of the study programme and support facilities

1. Set-up, organisation and execution of the study programmes

Information on the set-up, organisation and execution of the study programmes can be found in:

- the Teaching and Examination Regulations (see under A).
- the intranet site of the faculty (<https://connect.fontys.nl/instituten/fibs/>)

2. Facilities for students

Information on facilities for students can be found at:

- the institution-specific section of the Fontys Students' Charter (www.fontys.nl/regelingen)
- the website of the Students Facilities Department (<http://www.fontys.nl/studentenvoorzieningen>)
- the website of Fontys Study Abroad (<https://fontys.edu/studyabroad/>)
- the intranet site of the faculty (<https://connect.fontys.nl/instituten/fibs/>)

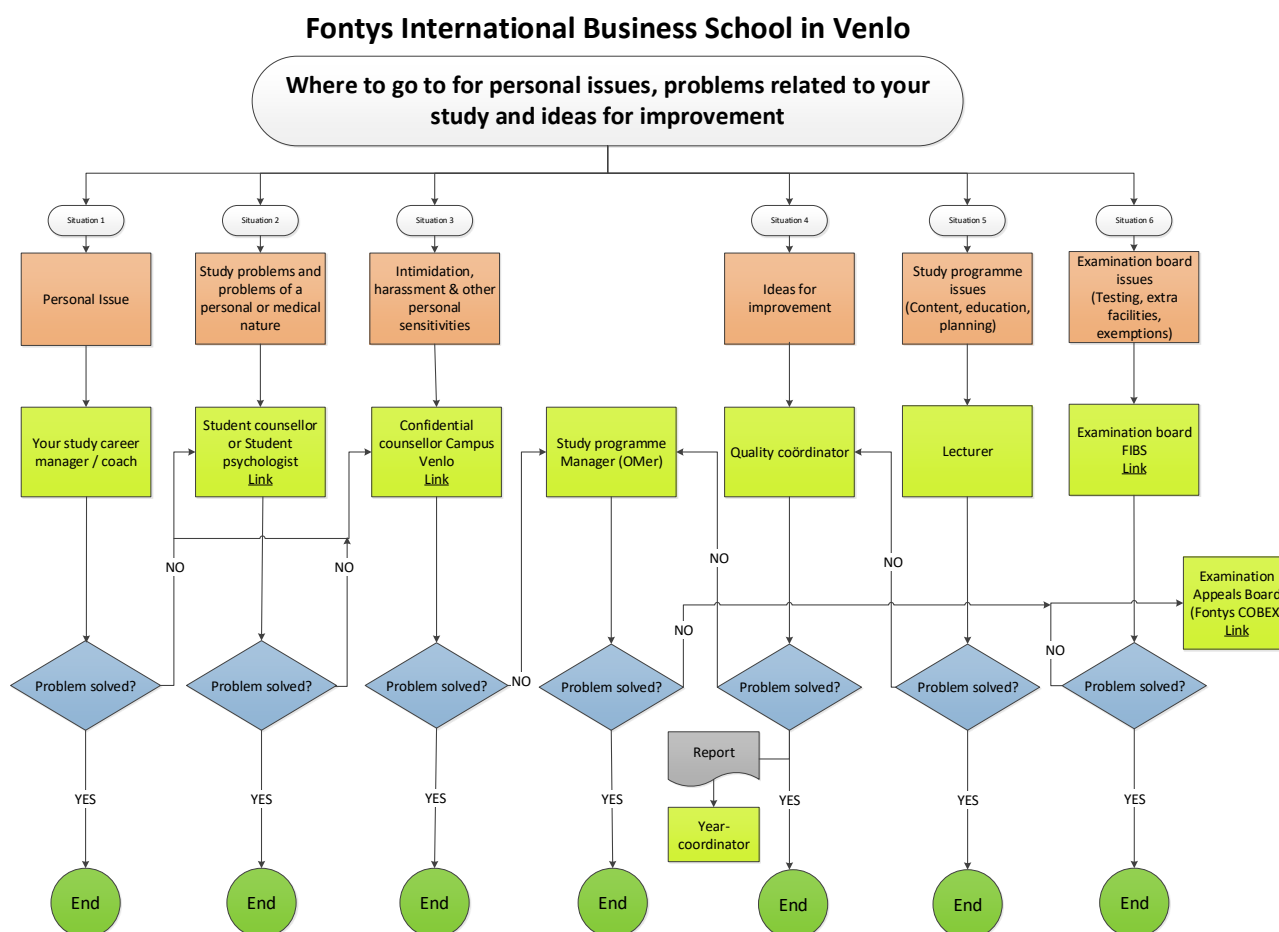
3. Study support

Information on study support can be found in:

- the Teaching and Examination Regulations (see under A)
- the intranet site of the faculty (<https://connect.fontys.nl/instituten/fibs/>)

C - Internal complaints procedure

Procedures to be followed w.r.t. the examination board, please see art 38 section 3 (examination board) and art. 41 (hardship clause) of the faculty specific part of this TER and art 47 of the Fontys Students' Charter.



Students whose interests are directly affected by acts carried out by a staff member or a student against them, or who have a grievance regarding organisational matters, may lodge a complaint with the Executive Board, as described in Article 47 of the Students' Charter.

Appendices FIBS Teaching and Examination Regulations study year 2019-2020



Appendix 1 FIBS Exemption policy academic year 2019-2020

The exemption policy of FIBS is embedded in the scope of the test policy of FIBS. The exemption policy is also in line with the stipulations concerned of the Teaching and Examination Regulations (TER) of the study programmes of FIBS (art. 5, 6 and 7)

An exemption is defined as being a release from the obligation to take a certain educational activity and/or to take a test of this module. At FIBS students can apply for exemptions at the beginning of the academic year. When a student requests an exemption this should fast-track his/her study progress and give the student the opportunity to focus more on other LA's of the study programme.

Exemptions can be requested with:

1. A certificate of experience. This certificate is issued by an approved EVC-provider and confirms that the student has obtained certain competences.
2. Equivalent certificates , diplomas.
3. Provable knowledge, insight and skills obtained at an organisation of higher education.
4. Management activities.

Request for exemption for one or more educational activities

Every student who believes that he/she is qualified to fast-track his/her study and/or graduate sooner may hand in a motivated request with the Examination Board of FIBS by use of the online form.

The exemption request should be submitted to the Examination Board during the **first four weeks** of the semester in which a student takes a course for the first time. Requests that are handed in after this deadline will not be accepted anymore.

The request must be submitted digitally by using the *Exemption Form* via the portal <https://connect.fontys.nl/instituten/fibs/Institute/ExamBoard>. Please read the detailed information on this procedure in attachment 1.

The student must include a written motivation with the exemption request. In addition, the student needs to hand in documents that prove the relevancy of the request. The Examination Board may ask to provide certified documents.

Granting an exemption

The exemption is granted when the Examination Board approves the request. Exemptions are only granted for one or more complete Learning Arrangements. Thus exemption requests for certain parts of a Learning Arrangement are not possible. The decision whether or not an exemption is granted will be communicated by the Examination Board before the (closure of the) first registration period of the test concerned.

If an exemption is granted the student is not allowed to sit in on the test. If the student does or did take the test anyway, a grade will either not be given or annulled.

The exemption will be registered in the study progress system (*Progress*) with the abbreviation "VR" ("vrijstelling" = exemption). This exemption is not included in the general calculation of the average in phases II/III. Also, exemptions are not considered when calculating the average of the cum laude-regulations.

Exemptions are considered as hard credits in the evaluation of the study advice in the propaedeutic year. On the diploma supplement the exemption for a Learning Arrangement is registered with the abbreviation "VR".

For students who transfer from one FIBS programme to another FIBS programme the Examination Board can decide to accept previously obtained grades if the educational activities are equal as far as level and content are concerned. Again, in this case the student is not allowed to sit in on the test. If a student does or has sit in on the test anyway, no grade will be given or the (most recently) achieved grade will be annulled.

Exemption propaedeutic exams

A student can apply for an exemption from all propaedeutic exams, e.g. because he/she holds a Dutch or foreign diploma that is of at least equal level (see TER **2019-2020** as well as art. 7.30 of the Law):

TER art. 6, par. 1:

"The institute director can exempt a student from the foundation year examination if the student holds a diploma, Dutch or foreign, which is at least equivalent. (Section 7.30 of the *WHW*.) (In the case of students who hold a foreign diploma, also see Article 3.)"

Applications for exemption from propaedeutic exams are submitted during the enrolment procedure because exemption from the propaedeutic exams is required in order to be enrolled as higher year student.

Students who believe they are eligible for an exemption from all propaedeutic exams must submit an application to the Examination Board using the so-called exemption application form propaedeutic exams digitally by using the *Exemption Form* via the portal

<https://connect.fontys.nl/instituten/fibs/Institute/ExamBoard>.

If the Examination Board approves the exemption request, then the Student Service Center will be informed about it. The Student Service Center will then prepare the exemption statement for the propaedeutic exams (VPROP) and will submit it together with the decision of the Examination Board to the institute director, who either approves or denies the exemption request. If the director approves the exemption request, then the Examination Board will inform the applicant student about it via e-mail. The exemption statement for the propaedeutic exams will then be processed by the Student Service Center, so that the enrolment to the higher year could be completed. The exemptions will be registered in the study progress systems based on the approved exemption documents. The documents for granting the exemptions will be archived.

There are two deadlines in the application for exemption from propaedeutic exams, being:

- no later than 15 June (decision by 1 August)
- no later than 15 August (decision by 31 August)
- no later than 15 Januari for the February intake (decision by 31 Januari)

Revised decision of the Examination Board / appeal procedure

If a student does not agree with the decision of the Examination Board, he/she has the possibility to object to the decision by contacting the Examination Board of the bachelor programme within three weeks and submit a request to revise the decision (see art. 34 and 44 of the Fontys Student Charter).

The students also has the possibility to object with the Board of Appeals for Examinations in Eindhoven within six weeks.

Attachment 1 Procedure exemption request for one or more educational activities

1. The student fills out the digital Exemption Form which will be published on the FIBS portal during the first four weeks of the semester under "Examination Board". Relevant documents to support the request need to be attached.
2. Based on the Exemption Form and the documents of proof and possibly after an interview with the student, the Examination Board determines if an exemption can be granted and for which Learning Arrangement(s).
3. The decision will be registered on the Exemption Form and the student will be informed as soon as possible by e-mail to his/her Fontys student e-mail address.

Attachment 2 Attention points for obtaining exemptions

- Exemption from an educational activity can be granted if the student took a module/course with the same content and workload (possibly elsewhere) of at least equal (higher education) level and completed the module/course successfully.
- Students who switch programmes within FIBS, or Fontys, must also apply for an exemption from the completed FIBS / Fontys module(s) via the regular procedure.

Note:

- It is **not** possible to request an exemption from a module/course within the major programme of FIBS after taking a minor (part).
- It is **not** possible to request an exemption for a language.
- **No** exemptions are granted for participating in summer and/or winter school.
- Exemptions from educational activities in the graduation phase (semester 7 and 8) are not honoured.

Because of the diversity in education, knowledge and practical experience of the international student population at FIBS, it is possible in individual cases to deviate, with motivations, from above mentioned policy. FIBS will strive for a tailor made course of study.



Minor regulations FUN - 2019-2020

1. Name minor: FUN - Linking food consumption, production and sustainability

2. English name: FUN - Linking food consumption, production and sustainability

3. Content of minor

In this module, students will work on an interdisciplinary and international project in Agri- and Bio-economics at JAMK University (Finland), Writtle University College (UK) and Fontys International Business school (NL).

Students show their capabilities by applying their competences in a team of students from different and complementary backgrounds and universities. Students gain experience of three different professional backgrounds and cultures within one semester, studying and living in all three countries.

During this international semester, the students will develop, divided in small international and interdisciplinary groups, their own agricultural product. This new product or product differentiation will be based on fundamental market and consumer research in three countries of the participating institutions.

Students will study in three places, according to their exchange at the respective institutes; lecturers from all three universities will be available for all students during the semester. Evaluation moments will be held at the end of each phase (5-week period at hosting university).

This module features therefore three innovative elements:

- Interdisciplinary research
- An international and cross-cultural experience

Credits: 30
 Period: Spring 2019: February-June (Block minor)
 Partner universities: Writtle College (UK), JAMK (Finland)

Resume for diploma supplement

In this module, the student worked on an interdisciplinary and international project in Agri- and Bio-economics at JAMK University (Finland), Writtle University College (UK) and Fontys International Business school (NL).

The student showed her/his capabilities by applying their competences in a team of students from complementary backgrounds and universities. The student gained experience of three different professional backgrounds and cultures within one semester, studying and living in three countries.

During this International semester, the student developed, divided in small International and interdisciplinary groups, her/his own agricultural product. This new product or product differentiation was based on fundamental market and consumer research (conjoint analysis) in all three countries of the participating institutions.

4. Education components (see article 16 general section of the TER)

The International Minor FUN Euregional consists of the following courses:

- *FUN NL1 Project conjoint analysis*
- *FUN NL2 Consumer behaviour & Marketing Fresh products*
- *FUN NL3 Research Skills and statistics with SPSS*
- *FUN UK1 Sustainable agricultural production*
- *FUN UK2 Post harvest value chain management*
- *FUN FN1 Bio economy, man and the environment*
- *FUN FN2 Productization of bio economy products and services*

5. Enrolment in the education components

- Students do have to enrol in Progress (Fontys student registrations system) until the communicated deadline.
- Additionally: Students need to apply for an available place in the minor via the FUN minor team (fibs-minors@fontys.nl) with a motivation letter.
- Non-Fontys students could apply for the minor by sending an e-mail with their student number before the communicated deadline to fibs-minors@fontys.nl.

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

The students submit 11 deliverables (4+3+4, see below the test overviews) for the minor:

- Students need to submit a process report in which they describe the education and project experience and reflect on the following competences: internationalisation, social and communication skills, research skills, interdisciplinary skills.
- Students deliver a group presentation in which they make a value proposition for a food or ornamental product or a related service. The proposition considers consumer preferences, production characteristics and bio-economy/sustainability aspects.
- Students deliver a working document which provides the background data for all three domains.

60% of the overall grade are individual and therefore comply with the requirements of the FIBS exam commission of at least 50%.

Tests per college: Fontys, Writtle and JAMK**Fontys university of Applied Sciences**

Course element	Test type	Individual/Group	Scale	Weight	Study load	Progress code	Mark type
1-2	Written exam	Individual	1-10	40%	4	FUN11	0-100%
3	Report Presentation (action plan)	Group	1-10	20% 20%	2 2	FUN12 FUN13	0-100% 0-100%
4	Portfolio	Individual	1-10	20%	2	FUN14	Pass / No pass
In total				100%	10		Average percentage FUN 11-13

Writtle

Course element	Test type	Individual/Group	Scale	Weight	Study load	Progress code	Mark type
1-2 & 4	written report	Individual	1-10	60%	6	FUN21	0-100%
3	Presentation	Group	1-10	30%	3	FUN22	0-100%
1-4	Portfolio	Individual	1-10	10%	1	FUN23	0-100%
In total				100%	10		Average percentage FUN 21-23

JAMK

Course element	Test type	Individual/Group	Scale	Weight	Study load	Progress code	Mark type
1-2	written exam	Individual	1-10	20%	2	FUN31	0-100%
3	Report Presentation	Group	1-10	20% 40%	2 4	FUN32 FUN33	0-100% 0-100%

4	Portfolio	Individual	1-10	20%	2	FUN34	Pass / No pass
In total				100%	10		Average percentage FUN 31-33

7. Passing the minor (see article 19 (3) general section of the TER)

This minor consists of multiple elements. However, 30 credits will only be awarded once the minor has been completed successfully.

The Minor is concluded successfully if the final grade is a 6.0 or higher. The student should also get a 5.5 or higher for his individual performance. For an international comparison of grades see appendix 1.

8. Examination Board (see article 38 general section of the TER)

Request concerning the examination could be posted to the exam committee:
fibs-examencommissie@fontys.nl

9. Validity

This information is valid for the academic year **2019-2020**.

10. Entry requirements minor

- All Fontys students can choose the Minor FUN, a background in economics, agriculture or any equivalent study, together with sufficient motivation, is advised.
- The courses are offered in English; therefore, students need a certain level of English skills. There are no formal entry barriers such as TOEFL or IELTS, but HAVO 5 (NL specific) level or equivalent level is required.
- Students shall have an affinity with Fresh-/Agri-Business/Bio-Economy, which should be motivated in the application.
- The available places are allocated to each participating university on an even basis. Remaining places might be allocated to another university student by choice of the respective participating university.

11. Not accessible for

The minor FUN is not accessible for students without a certain level of English skills and who have not submitted a motivation letter which serves as a selection criterion.

All the requirements for participation in this minor, as well as for the minor completion, are set in this minor regulation. No other requirements are set.

Appendix 1:

Grades transfer overview from Nuffic (The Dutch organisation for internationalisation in education)

Conversion table

The following table is based on the data available for secondary education examinations in the Netherlands and the UK. For the US, the grades are taken from academic transcripts of undergraduate programmes issued by American universities.

Note: In pre-university education (*General Certificate of Education*) in the UK, grades run from A*, A, B, C, D to E. In the US, pass grades normally only include A, B, C and D. In the British system the asterisk (*) is only used in relation to a grade A, as the highest grade possible. In the US system, the * is not used, but schools and universities may use + or - to differentiate grades.

NL	UK	US
10	A*	A+
9.5	A*	A+
9	A*	A+
8.5	A*	A+
8	A	A
7.5	A-	A
7	B	B+
6.5	C	B
6	D	C
5.5	E	D
5	F	F
4	F	F
3	F	F
2	F	F
1	F	F

Source: <https://www.nuffic.nl/en/publications/find-a-publication/grading-systems-in-the-netherlands-the-united-states-and-the-united-kingdom.pdf> (6.4.2017)



Minor regulations - 2019-2020

1. Name minor: Doing Business in and with Europe

2. English name: Doing Business in and with Europe

3. Content of minor

Home to 500 million consumers, Europe, or more clearly the European Union (EU), is one of the major regions in the global economy and one which offers many and varied business opportunities to both European businesses and foreign investors.

Since the establishment of the European Single Market, hundreds of technical, legal and bureaucratic barriers to free trade and free movement between the EU's member countries have been abolished. In the EU's single market [people](#) , [goods](#) , [services](#) , and [money](#) can move around the EU as freely as within a single country. As a result, companies have expanded their operations and foreign investors are attracted by the possibility to gain access to this huge opportunity.

At the same time, the EU still represents a region which is highly diverse in language, culture and geography. 28 countries are members of the European Union with 6 countries waiting for membership. Uniting economic, political and cultural interests is a challenging task and one which has led to much turbulence in recent years.

This course offers you a chance to learn about this fascinating region while living and studying in Venlo – an area which is a key logistics and supply-chain hub to Western Europe. All courses are delivered in English and designed to build an understanding of the business environment in Europe. This is done in mandatory modules: seminar on European Regions, Clusters, Cultures and People and a major project on internationalization of business within or into Europe. Students are offered a range of elective modules which allows for flexible choices.

Resume for diploma supplement

In this minor, students gained skills and knowledge relative to the business environment in Europe and the process of internationalisation. The minor is structured according to mandatory and elective modules. All modules are delivered in English at Fontys in Venlo.

The core of the minor is made up of a major project regarding the internationalisation of a company in Europe. Working in groups, students train skills of analysis and building recommendations about the process of internationalisation to an authentic company of choice. This is supported by modules which build an understanding of the diverse and exciting business environment in Europe.

Fieldtrips, company visits and guest lectures are important elements in this minor which expose the student to different business locations in Europe, different company activities and structures to do business in this region.

At the end of the minor students have studied fully in English for one semester and focussed on the topic of Business in Europe. A deep understanding of the business environments had been built and students have trained important skills in the area of doing cross-cultural business, analysis for decision making, critical thinking as well as business communication.

4. Education components (see article 16 general section of the TER)

Study load	Module	Type of Assessment	Individual or group	Grading scale	Passing grade
10	Project: Internationalisation Strategy – Expand into/in Europe	Report and presentation	Individual	1-10	5.5
5	European regions, clusters, culture and people	Portfolio	Individual	1-10	5.5
5	**Elective 2: European Economics, trade and law	Written Exam	Individual	1-10	5.5
5	**Elective 3 International taxation in Europe	Written Exam	Individual	1-10	5.5
5	**Elective 4: Fresh Supply Chain and Logistics (Euregion focus)	Written Exam	Individual	1-10	5.5
5	**Elective 5: Marketing in Europe	Presentation	Group	1-10	5.5
5	**Elective 6: Current Affairs in Europe	Portfolio	Group	1-10	5.5
5	** Elective 7 Cross Border Business Development Research Project	Research report	Group	1-10	5.5

5. Enrolment in the education components

The minor is open to registration for exchange students and FIBS students through Progress until the communicated deadline in Progress. It could happen that depending on the study background of the student one of the electives is blocked. This avoids the overlap between the major program and the elective being too large.

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

Students are enrolled in Progress for the minor. Students must enrol for two mandatory modules M01 and M02 and for 3 electives from the list of electives E2-E6. This is automatically enrolment for the assessments of the chosen modules. In order to pass the minor, each registered module must be passed with $\geq 5,5$. The number of credits in the calculation of the average is 30. If a student finishes any learning arrangement below the minimum grade of 5.5, he is not eligible for receiving the 30 credits. Further, the 30 credits can only be received when the total course is successfully finished. It's not possible to obtain partly credits from the different parts of the Minor. The exact ways of testing, including the examination data, are published in the course manuals. The course manuals are published at the Minor Doing Business in and with Europe connect page: <https://connect.fontys.nl/instituten/fibs/StudyProgrammes/DBE/Pages/default.aspx>

The weighting of all courses is linked to the actual study work load:

M01: Project: Internationalisation Strategy – Expand into/in Europe	10 EC /30 EC = 33,33%
M02: European regions, clusters, culture and people	5 EC/30 EC = 16,66
Electives 2-7	Per elective 5EC/30EC = 16.66% each

7. Passing the minor (see article 19 (3) general section of the TER)

This minor consists of multiple components (modules). However, 30 credits will only be awarded once the minor has been completed successfully.

In order to pass the Minor Doing Business in and with Europe, each module must be $\geq 5,5$. The number of credits in the calculation of the average is 30. If a student finishes any module below the minimum grade of 5.5, he is not eligible for receiving the 30 credits.

Students receive a final grade for the minor Doing business in and with Europe (1-10) based on the weighted average.

8. Examination Board (see article 38 general section of the TER)

Request concerning the examination could be posted to the exam committee: fibs-examencommissie@fontys.nl

9. Validity

This information is valid for the academic year 2019-2020.

10. Entry requirements minor

Students have to round off their foundation year (propedeuse), or have permission from the exam committee, before they are allowed to participate in this minor.

The entire program of the Minor Doing business in and with Europe is offered in English; therefore students need a certain level of English skills. There are no formal entry barriers such as TOEFL or IELTS, but HAVO 5 level or equivalent level is required.

11. Not accessible for

This minor is not accessible for students without a certain level of English skills

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.



Minor regulations IBM- 2019-2020

1. Name minor: International Business Management

2. English name: International Business Management

3. Content of minor

The hot seat from 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.

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 CEO's 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 English taught programme. Next to this the classroom setting is really interdisciplinary, students from various study programs and background benefit from this minor. This creates an exciting and dynamic classroom setting.

Two general courses are offered in this minor programme: International Management and International Marketing. Next to these courses students could choose a specialization course: Global Sport Marketing, Business Psychology, Individual Research and Report Writing, Leadership and Coaching, Event Management, PR&Social Media and International Customer Insights. In depth information about the courses is available in the Minor Manual. Contact fibs-minors@fontys.nl if you would like to receive this manual.

Resume for diploma supplement

The minor International Business Management prepares students for a world-class business career. 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.* Students are prepared for these new jobs. The minor International Business Management is truly international. Students from all over the world participate in this English taught programme. Next to this the classroom setting is really interdisciplinary, students from various study programs and backgrounds study together. This creates an exciting and dynamic classroom setting where students solve business challenges in intercultural and interdisciplinary groups.

4. Education components (see article 16 general section of the TER)

- All the students in the minor IBM participate in the mandatory minor course MLA 1 International Management (336 SBU).
- International Marketing (336 SBU) is mandatory for all students. Two levels are offered. MLA 3 Marketing for Marketers is offered for students with a major study related to marketing (f.e. International Marketing, IBMS). MLA 3 Marketing for non-Marketers is offered for students with a major study which is not related to marketing (f.e. business economics or a study in technology).
- Next to the mandatory courses, all the students have to choose one elective course (MLA 2) worth 168 SBU. The following courses are available: Global Sport Marketing, PR&Social Media, Business Psychology, International Customer Insights, Research and Report Writing, International Event Management and Leadership and Coaching.

5. Enrolment in the education components

Students do have to enrol in Progress until the communicated deadline in Progress. Students who would like to have more information about the enrolment, or would like to have advice about their deepening course, could contact fibs-minors@fontys.nl.

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

Students who are enrolled in Progress are automatically enrolled for all the minor IBM exams. In order to pass the Minor IBM, each MLA must be $\geq 5,5$. The number of credits in the calculation of the average is 30. If a student finishes any learning arrangement below the minimum grade of 5.5, he is not eligible for receiving the 30 credits. Further, the 30 credits can only be received when the total course is successfully finished. It's not possible to obtain partly credits from the different parts of the Minor. The exact ways of testing, including the examination data, are published in the course manuals. The course manuals are published at the Minor IBM connect page: <https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IBM/Pages/default.aspx>

The weighting of all courses is linked to the actual study work load:

- International Management (MLA 1) 40%
- One Elective Course (MLA 2) 20%
- International Marketing 40%
 - International Marketing for Marketers (MLA 3) or
 - International Marketing for non-Marketers (MLA 4)

7. Passing the minor (see article 19 (3) general section of the TER)

This minor consists of multiple components (learning arrangements). However, 30 credits will only be awarded once the minor has been completed successfully.

In order to pass the Minor IBM, each MLA must be $\geq 5,5$. The number of credits in the calculation of the average is 30. If a student finishes any learning arrangement below the minimum grade of 5.5, he is not eligible for receiving the 30 credits.

Students receive a final grade for the minor IBM (1-10) based on the weighted average of the three courses (International Management 40%, Elective Course 20%, International Marketing 40%).

8. Examination Board (see article 38 general section of the TER)

Request concerning the examination could be posted to the exam committee: fibs-examencommissie@fontys.nl

9. Validity

This information is valid for the academic year **2019-2020**.

10. Entry requirements minor

Students have to round off their foundation year (propedeuse), or have permission from the exam committee, before they are allowed to participate in this minor.

The entire program of the International Business Management Minor is offered in English; therefore students need a certain level of English skills. There are no formal entry barriers such as TOEFL or IELTS, but HAVO 5 level or equivalent level is required.

11. Not accessible for

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.



Attachment 5 Policy on Fraud Fontys International Business School¹

As of 1 September, 2010 the "WHW" ("wet hoger onderwijs"/law on higher education) provides the possibility to cancel the enrolment of a student in case of severe fraud. In order to impose such a serious penalty it is important that the organisation has a policy on fraud that stipulates what is being considered as fraud, the procedure if fraud is suspected and which penalties can be imposed.

Definition of fraud

The "WHW" does not give a detailed definition of the term fraud. The general part of the TER gives following definition:

- Any act (including the commission of plagiarism) or omission, of which a person knows or should know that they prevent, partly or fully, making a correct assessment of someone's knowledge, insight, skills, competencies, (professional) attitude, reflection etc.
- Violating the rules as laid down in the ' examination protocol ' falls within the definition of fraud. This also applies to non-permitted use and carrying informative items. Informative items that are allowed are stated thoroughly on the exam cover page and need to be blank and unwritten.

Therefore we are talking about fraud when it has been established that the knowledge and skills of a student cannot or could not be assessed correctly because the student used resources that were not permitted such as peeking at the work of another student, or presenting the work of someone else as his/her own (plagiarism). Latter is also the case when the student uses quotes of others without proper acknowledgement. In addition, it is considered to be fraud when a student does not follow the instructions of the invigilator during the test.

Providing information to the student

Before we can talk about fraud it is important that students are informed about the regulations that apply to them.

Students will be informed about the resources they are allowed to use for each test. This will be communicated in writing during the lectures prior to the written test (and is at least laid down in the course manual). It is also stated on the test assignments so that the invigilator knows what is allowed.

Furthermore, general rules have been phrased that apply to all tests (art. 37 of the TER).²

In addition, the students are informed about the regulations that apply to using work from others (such as quotes, acknowledgement).³

During the lectures prior to writing reports, or specifically during lectures that are about writing reports, attention will be paid to the proper way of acknowledgement so that the students know (should know) how plagiarism can be avoided.

¹ See attachment 2 for the rules w.r.t. invigilation at exams and attachment 3 Exam Procedure.

² See also the 'plagiarism guide'(Legal Department, Eindhoven, April 2014).
<https://connect.fontys.nl/diensten/OenO/Paginas/Auteursrecht-en-plagiaat.aspx>

Providing information to lecturer/invigilator

Lecturers and invigilators know what is being considered as fraud, which resources are allowed in tests and how to act if they suspect fraud.

Lecturers know if and when they should use software to detect plagiarism when students hand in reports for assessment.

Lecturers try to phrase assignments in such a way that it will be difficult for students to use the work of others (e.g. by changing something in the assignment every year, by asking input from own experiences, workplacement etc.)

Suspicion of fraud

Lecturers and invigilators know how to act in case they suspect fraud.

Procedure

1. Signaling possible fraud and reporting Test/exam

If during a test/exam a student is caught peeking at the work of another student or using resources that are not allowed, the student will be approached. The lecturer/invigilator will mention his/her observations (data and facts) on the test record and will hand in the record, if possible with evidence, with the School Support Staff. Within 48 hours the SSS will submit the report and the means of proof to the Examination Board.

Paper

If during assessing a paper the lecturer suspects that the student is passing someone else's work off as his/her own, whether the lecturer used plagiarism detection software or not (e.g. Ephorus), or that the student used the work of someone else/others without proper acknowledgement, then the lecturer will notify the Examination Board. He/she will hand in the notification to the School Support Staff along with the evidence. Within 48 hours the SSS will submit the report and the evidence to the Examination Board. This procedure applies to individual work as well as for group assignments and workplacement/graduation reports.

2. Hearing of the persons involved

The Examination Board investigates the notification (this does not require the complete Board, but at least 2 members of the Board should hear the persons involved). First the person who notified the Board will be heard, then the student. If applicable others can be heard as well (for example the person whose work has been copied without being informed). Minutes will be taken during the hearing.

3. Determine if / which sanctions will be imposed

The sanction depends on the gravity of the fraude. Following factors are considered:

- the extent of the fraude;
- gravity of the fraude (for example committed during the foundation year or at the end of the programme when graduating?);
- first time offender or recidivist;
- attitude of student.

Possible sanctions

- the work that has been assessed is declared void; the student must do this work again (take the test) and the student is excluded from the upcoming regular test;
- a warning that next time a more severe sanction will be imposed;
- a log entry into the student's file and disqualification of the endorsement cum laude on the diploma;
- the student is disqualified from tests, exams and workplacement and graduation for a certain period of time (max. 1 year). ATTENTION: the student is allowed to attend classes, so he/she is not suspended;
- it is possible to ask the student to write a reflection about his/her behaviour before the student is allowed to re-take the test of hand in the paper anew;
- termination of the enrolment by the Board of Directors. The Examination Board must draw up an advice to the Board of Directors which is sent by the institute's managing director.

4. Communicating sanctions and appeal procedure

If possible the sanction will also be communicated orally, but in every case it will always be communicated to the student in writing and with a motivation, mentioning the possibility of appeal and the period to appeal (within 6 weeks with the Committee of Appeals for Exams). This decision may also emphasize explicitly on the sanction that will be imposed in case fraude will be committed again. A copy of the decision will be logged in the student's file.

NOTE: The evidence will be stored for at least 6 months, in any case as long as a possible appeal procedure is still open (first with the Committee of Appeals for Exams, and then with Committee of Appeals for Higher Education in The Hague).

In the annual report of the Examination Board the Board provides information on the number of fraud cases that have been reported, if sanctions have been imposed and if so, which sanctions.