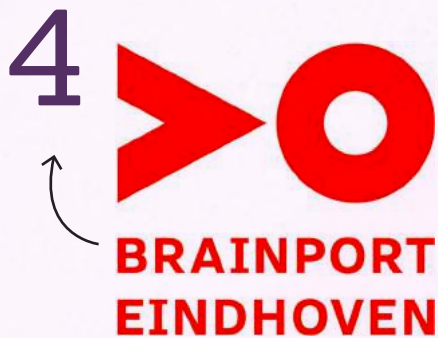


# IB Student Newsletter

February 2021, Issue 4

## INSIDE THIS ISSUE:



## IB newsletter

### Mission

Our mission is to build a sense of community, to make a positive impact on student life and to engage and communicate creatively.

### Vision

To share our learning, to become more self-aware, to foster curiosity and to think bigger.

### Calls for submissions!

Any budding journalists, writers and/or poets?  
Here is your chance to shine!

- Business interest pieces
- Experience about going abroad
- Experience of foreign/exchange students
- Interviews with interesting personalities

- Find your 'study soulmates' - tutors, buddies, mentors or maybe someone to join a newly created club!
- Would you like to be part of the team, get in touch with the team!
- Have you achieved something special? - Be recognized for your achievements here!

## Welcome to the fourth issue of the IB Student Newsletter!

Want to write a story or tell us what you think about this issue? Get in touch with us!

[fsbc-ib-newsletter@fontys.nl](mailto:fsbc-ib-newsletter@fontys.nl)

Dear Students,

We start the year big – Brainport big – an interview with Mira Dreessen and Nicole Zwetsloot from Brainport Development. Students Dj and Bharat took up this conversation, which adds value to all of us and opens up spaces at a time spaces have closed up. Mira and Nicole talk about their roles, opportunities available for students as well as the growth of the Brainport region.



KIRAN VAN EGMOND-ASWANI

## Editorial

Amidst the silence here on campus, without much fanfare, a significant milestone was achieved – Fontys International Business faculty achieved a first – a live panel discussion. I had a great time moderating two members of the faculty known for their competency to debate and discuss – Mr. Ewoud Jansen and Mr. Anthony Murphy. The topic: US Elections. We are happy that the event was a success. If you missed it, you can watch the recording. Link is in review of the panel discussion.

Hendrico and Indy also had an interesting conversation of their own – with Ralf Fleuren from Bliqsem. You might be familiar with him, often present in the IB project presentations. What a pleasure to have him share with us his personal experience and philosophy.

The topic of internationalization has been on a lot of minds and is being taken up by the other faculties in Fontys. I had the pleasure to continue lecturing on internationalization at Fontys Nursing faculty. Student Elian Dassen from Ms. Fransje Kolster's class, submitted an article - a treat to have a student from the other side of John F. Kennedylaan here in the newsletter!

Another student, from this campus, has something to say about finance. We do live in a somewhat altered reality nowadays, but nevertheless, some things don't change! – such as the jitter bugs for all things finance. Bart politely makes a case for liking finance and gives 3 tips how he deals with studying this subject.

Always engaging and entertaining (as the students know), a reflection by our very own Mr. Theo Terwee about outward and inward journeys! Enjoy getting lost in his story and his world! Words of wisdom from a wise (young) man. And a good book list ... great way to travel! Mr. Justin Bonus, current chair, tells us more about DPC – the committee is looking for two new fresh faces to join them.

In this issue, I would like to acknowledge the design work for the newsletter, of Janneke Holten, Media Designer and Luc van Heerden, Digital Designer; from The Creative Hub.

Despite starting the year with a lockdown, very proud that the newsletter has found new wings – we are now on social media! You can check us out on Instagram by looking for 'Fontys CE/ORM/IB Eindhoven' and Facebook at: ➔ [www.facebook.com/fontys.ib.eindhoven/](https://www.facebook.com/fontys.ib.eindhoven/). Also a copy of the latest issue can be downloaded via the Fontys pages: ➔ [fontys.edu/Bachelors-masters/Bachelors/International-Business.htm](https://fontys.edu/Bachelors-masters/Bachelors/International-Business.htm).

Sincerely,  
Kiran van Egmond-Aswani



## Connecting with Brainport Eindhoven



For this interview we had the pleasure of talking to Ms. Mira Dreessen and Ms. Nicole Zwetsloot, from Brainport Development Eindhoven. Ms. Dreessen is the Project Manager, Brabant International Students and Ms. Zwetsloot is Project Coordinator, Talent Attraction Program. Together they connect talent and companies. We had the honor to talk to them about their roles, Brainport and Eindhoven. And what it means for us the students.



### **What does Brainport Development stand for in the region and community?**

**Nicole** We are the economic development agency of the Brainport Eindhoven region. Our main goals are prosperity, well-being and economic growth; and we have a few programs and projects with which we are active in this region, to meet these goals. We work together with companies, educational institutions and governments in reaching these goals together. The collaboration is really the DNA of this region.

**Mira** When you are in contact with each other, opportunities arise on every level. Not just on the level of business and innovation but also on a personal career level. Just be open and get in contact, this is also a tip for your readers.

**Nicole** And we have the motto: "Think. Make. Matter. Join.". I think those four words say something about this region, this community and what we stand for.

### **Nicole, as the Project Coordinator for the Talent Attraction Program, what can you tell us about the goal of this program and what it stands for?**

**Nicole** The program focuses on the talent in this region. This talent is divided in three ways: long-term, medium-term and short-term. With the long-term plans, we focus on increasing the number of students for technical institutions and lifelong learning for employees. One of the programs for the medium-term is the retention of international students, which Mira will talk about later. And in the context of the short-term plan is to look into shortage of talent available in this region. We started working together with the Holland Expat Centre to help attract talent from all around the world. My focus is to reach all the technical professionals in the



**Mira Dreessen**

world and let them know what Brainport Eindhoven is; what we as a region stand for; why they should work and/or follow an education here. In terms of focus, we have two areas - the first one being that we attract the target group with live and online campaigns. We have an international website with information on this region and the companies. The second focus area is that we support the region in attracting international knowledge workers, within these technical sectors. I do this with advice, knowledge and connections. This means not by recruiting for them but rather by getting in touch with the company and talking about the topics on their mind and then seeing how we can help them as a region. We are demand driven and we work together with the Expat Centre by developing tools, workshops and events.

### **A similar question for you Mira, as the Project Manager for Brabant International Students, what can you tell us about the goal of this project and what it stands for?**

**Mira** I focus more on the mid-term availability of talent. We are demand driven, also in how we set our goals so the terms are determined together with the region since there is some need for talent right now. But there will also be need in the future to stimulate the growth of start-ups/scale-ups or companies that are going to develop even further. So that is where my program comes



**Nicole Zwetsloot**

in. I work on both the attraction and retention part, trying to fit it all into one project. We work together with universities in Brabant, like the Technical University of Eindhoven, Tilburg University, Fontys Hogescholen, and Avans Hogescholen. Together we focus on the tech and IT students because that is the largest portion of talent that is needed in our region. We decided together that we will go on this journey for four years and decide on several countries that we focus our attention on. The four countries we are working with right now are Indonesia, Italy, Romania, and Turkey. A few years ago, we noticed that in these countries there is a big hub of talent eager to go abroad. This is an important factor because the goal is to get talent here, but also to keep it here. Together with the region we are trying to figure out how we can support the universities with their recruitment. So, this is one part of the program, and the other is the retention part. The latter is a little difficult for universities since it is not their main focus. They are concerned mostly in attracting students and giving the best education they can. For us as a region however, it is important that for the students who are already in the region, we try to get them to connect with companies to explore starting their careers after graduating. This is what we are trying to do, being the middle-man, networking and connecting students with companies. Also we are helping universities to expand their horizons and try to get them to support students better in their career development.





### How do you get in touch with these students and how do you educate them about the region specifically?

**Mira** I divide this in two parts - reaching students before they get here and after they get here. To reach them before they get here, in pre-corona times, we would visit their countries and attend fairs. We would visit them as a group together with institutions, so that there was a representative from Brainport. This way, it was visible that the university was more than just a university but rather a part of something bigger, a collaboration. We are working on improving this and finding a better pitch so that the universities have a better idea of who we are, as it can get vague. Of course, we are a region, but we are more than that, we are a way of working, we are a way connecting. This is somewhat Dutch, but I think we are a bit more special in that as well - that at any given networking event you could be talking to a CEO and you would not even realize it! That is how it works here and that is what we are trying to capture. For students who are already here, we try to set up activities. We try connecting students and getting them a view inside of companies. We did a tech safari which was on the High Tech Campus Eindhoven. We had students from all four universities join us and they could decide which three companies they want to look into. And then they would talk to engineers, data and IT scientists and get a look inside their work. So instead of talking to a recruiter, they talk to a person that is doing a job they might be interested in.

**Nicole** We work for a program that is focused on the education and labor market, so we have a lot more activities than the above mentioned, but we cannot explain all of it as then we will be talking the whole day! We work with a team of 19 people.

### In your opinion, where do the international students and young professionals fit into the Brainport Development strategy? How instrumental do you think these groups are to the success of the region?

**Mira** The mid-term goal important for the region is to be able to grow. Students like you guys are important because you are already here and you are familiar with the region and what it is about. Sometimes companies

are a bit wary about hiring internationals because they do not know if they will be able to fit in or if they will commit to staying for a longer time. I think it is our job to explain to companies that students who have already completed their studies here have a good network already and are more involved. They know the Dutch and they know the region so they have an advantage and if they choose to stay, it will be because they are aware what this is all about. This is how we try to explain what and how Brainport sees, it is part of a bigger puzzle that we are trying to complete.

**Nicole** In addition to that, we have a saying that goes like this: "The high tech is the engine of this region and the talent is the fuel". Meaning we cannot do all this technical innovation that we are doing here and are so proud of, without talent. That is the strategy behind it and the strategy of Brainport. So, we cannot work on societal challenges without talent. We must work together to make the world a little bit better and smarter and cleaner.

### What are some notable/interesting projects students are working on right now or have worked on in the past? And have you worked with Fontys/IB students before?

**Mira** Two examples: Innovation Space and Kick Off Eindhoven. I think these examples are important for you to know because it is a place, literally a place, where students can come together and work on projects that the industry delivers to them. There are companies that create challenges for the students at Innovation Space, to work on. These students come from different studies and universities, so it could be that Fontys students, TU/e students, and students from other universities work together. An example of one of these projects is 'Stella the solar car'. From that student team a company emerged, which is called LightYear. Another example is Kick Off Eindhoven which is an entrepreneurial student organization. While they are based in TU/e, the board includes members of Fontys and the Design Academy. Kick Off Eindhoven helps students who have ambition to become entrepreneurs but might not have studied something that is related to the business idea. They have a 'start-up weekend' where you can join forces with other students to work on a project and they also get companies involved.

### Could you please highlight for our readers some of the challenges you both are currently facing in your projects or have faced during this CV-19 period?

**Mira** One of the things that the students are struggling with is that everything is online now. Our way of working is networking, we breathe connection. We try to join in on as many events as possible and talk to as many people as possible. Not only to see what is going on in the region but also to spread the word of what we are trying to set up. That is one of the major challenges everyone is facing right now. We are trying to figure out what to organize so that people are still interested; because after spending all day behind a screen, you do not really want to join more webinars and online events! One thing we started recently is called Enjoyn, which is a web application that gives an overview of everything that is going on right now at the High Tech Campus Eindhoven. It shows events from student organizations and the Student Sports Centre Eindhoven. It enables a daily overview of what is being organized both online and in person.

**Nicole** My challenges are very similar. We are a demand driven organization, so it is harder for me to get insights in the HR and recruitment priorities within these organizations in the region. It is harder to know which events are useful to organize now because it is harder to connect with my target group. When we look at the facts and figures, this region is doing quite well, but you cannot tell exactly until you talk to people and that is harder now.

### Where can students see available internships/graduation projects?

We have a job portal where all the Dutch and English vacancies are shown within the high-tech industry. We also have a whole work page where we talk about all the companies and the technical innovations that they are working on in this region. Additionally, there is also a study page with more information and career opportunities.

Know that for now it is focused on tech and IT so it might not always be relevant for business students, but there is also a job portal from the Expat Center Eindhoven which focuses on all vacancies available, with a broader view. And to be honest, companies that are now looking for tech and IT people, when they grow, will need business talent to fulfil the growing business and supporting functions.

We had a great time doing the interview and we hope this gives you the students a window into some of the programs and people at Brainport.



By  
Bharat Motiyani  
and Dj Verstijnen



Here are some of the websites to check out and follow-up in your pursuit for opportunities:

- ➔ [brainporteindhoven.com/int/for-you/study/career-opportunities](https://brainporteindhoven.com/int/for-you/study/career-opportunities)
- ➔ [brainporteindhoven.com/int/for-you/work/](https://brainporteindhoven.com/int/for-you/work/)
- ➔ [brainporteindhoven.com/int/for-you/work/jobs](https://brainporteindhoven.com/int/for-you/work/jobs)
- ➔ [www.hollandexpatcenter.com/jobs/](https://www.hollandexpatcenter.com/jobs/)





By Hendrico Valentijn  
& Indy van Daal

## In Conversation with Ralf Fleuren of Bliqsem



**Ralf Fleuren**

Ralf Fleuren is somebody who understands the importance of the human aspect in business. We spoke with him about a variety of topics concerning business, self-development and philosophy. Here we discuss the highlights of our conversation with him.

If you are to be successful, then you ought not to consider the importance of your time lightly. Holding this belief, we started by asking Ralf which daily habits he has incorporated into his life to maximize success. The first thing he remarked was that fundamentally a day should be considered from a base of adaptability; however, this is much easier said than done.

Like many of us, during the CV-19 lockdown, he realized that he wasn't as adaptable as he liked to believe. A wisdom that helped him soldier through the early stages of the lockdown, was that of Rick Pastoor and his book. The book reminds you of how important it is to know why you are doing things and to keep checking whether

your actions are still serving your goals to the best of your ability. Doing this weekly, he weighs his course of action against the goals he has set out for himself, and adjusts his agenda accordingly. He reserves the part of the day where he feels most effective for creative work and decisions; for Ralf this is in the morning. Additionally, he talked about making the day work for him, and not vice versa. Live from goal to goal, not task to task.

We then moved on to his bookshelf. He responded that he does not read a book cover to cover, since he does not have time for that. Instead he just looks for the information most useful to him by skimming the book. Here are his recommendations.

### On Ralf's Bookshelf:



- **Grip: The Secret of Smart Working** – Rick Pastoor
- **This is a Good Guide for a Sustainable Lifestyle** – Marieke Eyskoot
- **Busy: How to Thrive in a World of Too Much** – Tony Crabbe
- **Scaling Up: How a Few Companies Make It ... and Why the Rest Don't** – Verne Harnesh

We thought it interesting to ask him what lesson he wished he hadn't learned. Without giving it so much as a second he replied "writing big reports". Which, funnily enough, as all of us remarked, is a big part of our own education. He further clarified how he very much understands the value of report writing skills, although he himself has not had to write these again! Being able to write a big report is good to have as a foundation, but to communicate effectively nowadays, in his experience, professionals tend to just use a quickly made PowerPoint presentation. It was a resounding "communication achieves" for him.

"To retain a truly inquisitive attitude" was his answer to our follow-up question regarding what he viewed to be an important skill that he believes he needs to continually develop. He gave an example of how the transition to working online wasn't really actual adaption, but more so a process of shoehorning the known into the new. When he started using Google Meets with colleagues, they just used it to talk to one another like before; however, as time went on, they started trying out the features available to them, such as Google Jamboard, which in turn added a lot more value to their meetings. Letting go of their pre-conceived notions allowed them to actually learn about their new environment, and in turn, reap the benefits.

After having discussed these business-y topics we took a(n) (un)expected turn towards philosophy. We asked him "when you start doubting yourself, what do you do to regain confidence?". Laughing out loud, he remarked how our questions were starting to lay his soul bare. Our apologies Ralf ... but that is how the IB Newsletter rolls! Jokes aside, his answer, in our opinion, was a wise one. He told us that the best way to regain confidence is to sit still, be quiet and to just feel. Feel what's causing your troubles and have a dialogue with yourself. "The answers

will come, truly" he remarked, and we agree! We asked him for a word of advice for those who might know their answer, but find changing their circumstances scary. His response: "convince yourself to the point where no options are left".

He went on to add that he thinks developing a sense of mindfulness is of great importance and that it should be included in a school's curriculum. Understanding yourself is just as, perhaps more so, important to have as a base, than book knowledge, for effectively traversing through the business world! If you believe that you suck at finance, then Ralf would like to tell you that you don't suck at finance, but that you simply haven't discovered how it can help you, personally. He admitted to also having a hard time with finance at Fontys; however, only right up to the moment where he needed to understand it for his own business, he learned it almost overnight!

That brings us to our final question "what is something that you'd like to tell people, but never really find the right moment for in a conversation?". He answered loud and clear "religion and meaning". The conversation that ensued took up a third of our entire time together, but we'll briefly summarize the wisdom shared. He told us about the importance of relativizing the matters that occur between heaven and earth, because when you put this into perspective, then you can start to find where real joy and meaning reside for you. He went on to remark how fortunate we as IB students are, with regards to this. We come together from all over the globe, bringing our histories and cultures with us, and in turn, develop a wider sense of perspective and meaning.

With that, we will leave you with a parting quote:

**"Your visions will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes."**

**Carl Gustav Jung**



# Internationalization, are you ready for it?

By  
Elia Dassen



Internationalization, something that is a big these days. Everywhere you look, you see someone from a different culture having a different lifestyle. But how can we make sure we understand each other the best way possible?

Currently I'm studying to become a nurse at Fontys Hogeschool Mens en Gezondheid (translates to Fontys Higher Education People and Health). In my second year, I had a chance to choose an extra module, So I decided to take 'Internationalization'. I did so because I had the opportunity to live in America for about 2 years and I was curious about how this topic would be presented.

In the first couple of classes, we talked about what we thought about cultural differences and how we could make sure we understood someone from a different culture in the best way possible. There were a lot of points and ways of viewing other cultures which I totally agreed on. But of course, there were some things which I saw differently because of my learning curve from my stay in America. After 5 classes and my personal experience, I was confident I knew enough to have a good conversation with someone from a different culture.

Soon after those classes we had a lecture from Ms. Kiran van Egmond-Aswani. She is a woman with a story! From beginning to end, the story was fascinating! She had lived all over the world and had such a wide view on how things worked in the places she had lived. She started with telling us a little about herself and how she was raised. Later she told us all the places she had visited

and the typical way of living there. I heard things that I would have never thought about. She made me realize that just having a good conversation is not sufficient to understand someone from a different culture.

One example which stood out for me, is the concept of Time! For us in the Netherlands, time is valued and important. You make an appointment at 1pm, you will be there at 1pm (or even earlier). In other places, for example, in North Africa, they see time in a whole other way. An appointment could be made at for 1pm but the person may show up anytime up till 5pm and that is ok. Many other examples were given.

I think what I learned most from the lecture is that we know different people get accustomed to different cultures and hence have different ways of seeing things; but we don't realize the depth and impact, until we are there to see it and experience it ourselves. And as long as we haven't been there and lived their lives, what we can do is manage expectations and try our best to understand each other and create a level of comfort in our communication and continue to pursue the best way to understand another culture.

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# Operation Finance!

By Bart Wolters



Finance, you either love it or hate it. For me, finance is an opportunity; an opportunity in the form of investing. Don't get me wrong though, investing is not something I do for fun on my Sunday afternoons! Investing does not necessarily have to be time consuming.

My interest in investing started with the stock portfolio assignment in my first year at the IB program. In this group assignment, we worked on establishing and maintaining a fictional stock portfolio.

I remember that each team started with a budget of €100,000 and we were free to spend it on any stock we like. The goal was to be the team with the highest stock portfolio value at end of the deadline. Simple, right? In the end, my group had a stock portfolio value of about €123,000. We were not the group with the highest ending value, but, nevertheless, a 23% increase was nothing to sneeze at! I thought to myself, this is doable and why not give it a shot! So I decided to start investing.

To me, investing is like personal development. You have to keep working on it to get better. Every day, you have to check how your investments are doing and if it's worth sticking to them or not, or maybe you need to change up your strategy. Honestly, I don't have this part figured out just yet. Since I only recently started investing, I still lack quite some experience.

But by starting young, I hope to gain experience quickly. Depending on how you approach investing, it does not have to be a job, it can be more of a hobby. A small hobby

you do daily. Trust me when I say it's a nice feeling to see stock portfolio gain value. Even though, that is not the case every day! If you put some time into constructing a diverse stock portfolio and hang in there! Investing is an opportunity. Approach it that way and you will see the benefits. However, keep in mind - investing is simple, but not easy and comes with risks!

Naturally, apart from investing, I also have my Finance exams to pass. Now, perhaps most interesting to the majority of readers, how do you actually study for a subject such as Finance? I have a few tips for you. First and foremost, practice! I know ... you have probably heard this a dozen of times, but trust me, the key to passing your Finance exams is to keep on practicing. Finance and accounting is about knowing the rules.

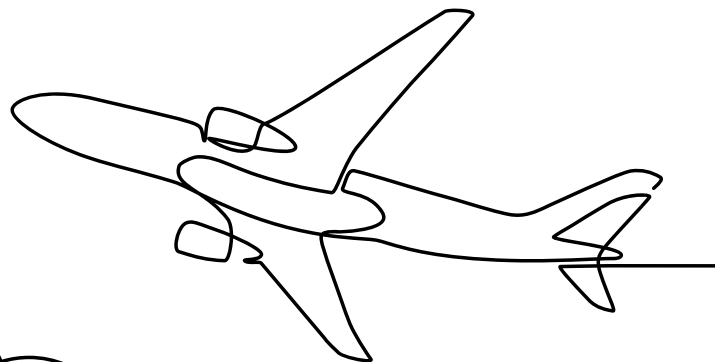
Secondly, keep up with all the classes and be consistent. I would say it's close to impossible to start preparing for a Finance exam 2 days before and expect a decent result. Lastly, reach out for help if you're stuck. Fontys has many wonderful finance teachers who are more than willing to help you out if you're stuck. In addition, you might also have access to study assistants. There is no shame in reaching out. We know from experience that Finance is one of the more difficult subjects in the IB program, and we have all been there!





# Maps, Navigation and Journeys

By Theo Terwee



Once in a while I catch up with a couple of IB alumni. A couple of months ago, we started talking about what makes international business so great. For most of them it quickly boiled down to one thing: the invaluable experience of travel. They all have great stories to tell about sudden and uncommon situations they had to deal with and the unexpected they had to anticipate, while being 'on the road'. I couldn't agree more!

I vividly remember those situations when I was roaming around in Asia as an export manager. For instance, once, I was invited for a business lunch in Macau.

When I arrived at the restaurant I found out that my local business partner had brought his family of 30+ as well! He had booked the whole restaurant AND none of them spoke English or could communicate with me! Or that moment in a bar at Hong Kong airport when a complete stranger, next to me, suddenly turned to me, and asked; "How do I tell my wife that I have a girlfriend?".

And now, as a result of the pandemic, we are witnessing a different type of travel, as people go inside, things go online and planes stay mostly on the ground. "Unprecedented" is a word we've heard many times in the past few months and doing international business has become seemingly less adventurous. But as wars, football coaches, Black Mondays and presidents come and go, we all hope for the best and try to figure our roadmaps week by week, month by month. The following famous quote comes to mind by Niels Bohr - "Prediction is very difficult, especially if it's about the future!". Navigating in uncharted territory basically means that you have to rely on your internal compass and instincts.

In this new territory, the stories that come with the virus, have changed too. We must have good conversations with our housemates about social distancing protocols, limiting large get-togethers and checking up on each other's mental health as well as physical health. We have had to reset our priorities to consider those more vulnerable.

Life is really a series of smaller destinations and the journey to achieve a goal is governed by: you, the person you become, the lessons that you learn, the skills that you acquire, the connections that you make and the inner growth that takes place along the way. Some even say that trying to reach the ultimate goal is a by-product of your journey. Because: "What makes the desert beautiful," said the little prince, 'is that somewhere it hides a well ...' (Antoine de Saint-Exupéry, The Little Prince)

As the new year progresses and we continue to pilot into an unknown future (for now from our homes), here are a couple of reading suggestions in which the journey plays a central role in self-discovery and self-realization.



## Theo's Reading List:

- John Bunyan: **'The Pilgrim's Progress'**.  
Published in the 17<sup>th</sup> Century as two separate stories and still very popular. The first book tells the story of a man's journey from the City of Destruction to the Celestial City. This religious allegory is a symbolic vision of a good man's pilgrimage through life.
- Paulo Coelho: **'The Alchemist'**.  
An Andalusian shepherd boy believes that a recurring dream he has is prophetic. He asks a Gypsy fortune teller about its meaning and the woman interprets the dream as a prophecy telling him that he will discover a treasure at the Egyptian pyramids. And then he sets out on a journey full of surprises to follow his dream.
- Joseph Campbell: **'The Hero with a Thousand Faces'**.  
The Hero is a "universal motif of adventure and transformation that runs through virtually all mythic traditions." This "motif" revolves around three basic but all-important movements: 1) Departure, 2) Initiation, 3) Return. These movements typically cast the traveler-adventurer who is called to a task greater than themselves, plunged into a (inner or outer) crisis, transformed by the journey, and returns to "normal" life with knowledge, wisdom, and/or power from that journey. This framework is often used in leadership training programs and can be a tool for helping you to get past that point when you run into direction or plot problems or can't figure out why your daily life just feels flat!
- Published by Michele Tramezzino: **'The Three Princes of Serendip'**.  
Now you know where the word serendipity comes from. In this old Persian fairy tale, three princes are set out on a journey to find out more about a lost camel. Along the way, they encounter all kinds of "misfortune and accidents" and, at first, they don't see that these circumstances are actually beneficial for them. The story was used by Voltaire in his 1747 Zadig (not the fashion brand!), and through this contributed to self-awareness of scientific method but the story also marked the start of the detective fiction genre. Anyway, my kids loved it!



By Justin Bonus

# The Degree Programme Committee



When I first heard the abbreviation 'DPC', I thought it was some dirty trending topic on the internet. However, it turned out to be IB's very own Degree Programme Committee. Who knew? I bet most of you have never heard of it before! So what is it?

Following the Dutch law for higher education, every study programme must have a programme committee. This committee has several responsibilities over the year. This could be advising on improving and guaranteeing the quality of the degree programme; assessing the way of executing the TER (Teaching and Exam Regulations); give solicited (and unsolicited) advice on all matters relating to the programme's educational affairs, etc.

In the DPC's last meeting, topics that were discussed were e.g. the DPC's visibility (still a work in progress), the (possible) effect of the delayed binding study advice for Y2 students, concerning (the future of) online education, to record or not to record lectures, and how to be more connected during Y3 when all students are far and away for their minors and internships. The outcome was shared with our Management Team.

At the moment, the DPC consists of six students: from Y2 (Bart Wolters and DJ Verstijnen), Y3 (Celine Enslinger and Jerrisa Wayland), and Y4 (Arthur Verbruggen and Raúl Saez Scheihing), and 2 IB lecturers (Mr. Bonus and Ms. van Egmond-Aswani). And yes, we are still looking for two Y1 students who would like to join us (email has been sent, check your mailbox).

## Interested or do you have a question?

By all means, send your queries and questions to this email: ➔ [dpc-ib@fontys.nl](mailto:dpc-ib@fontys.nl)

On behalf of the DPC,  
Justin Bonus

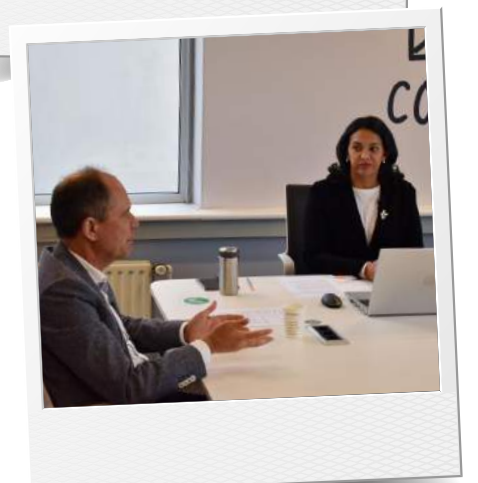


By Bart Wolters

## Pioneer! - Panel Discussion: US Elections

On Thursday, 21st of January, Fontys International Business faculty organised a panel discussion on the US elections. Ms. van Egmond-Aswani, joined by Mr. Jansen and Mr. Murphy, presented an intriguing dialogue on the matters of: polarisation, America's internal state, the digital age and geopolitics.

In this one-hour-session, I managed to gain many insights into American politics and policies. What stood out most to me was the discussion on the digital age. Technology especially the internet, has been a large part of my life, but I have never considered the effects. Especially on a political level! In the panel, the power of the digital age was contemplated - Do we think it's fair that social media has such an influence? Who is accountable? Is social media making America more polarised? I thoroughly enjoyed this discussion and it has driven me to think about my own perspectives. And this was only one of the four topics! The combination of expert moderation and consistent level-headed debate and discussion makes this a must-watch! The recording can be downloaded via this link: ➔ [fontys.mediamission.nl/Mediasite/Play/d61980d355d9482da6d06e3fc67cb9771d](https://fontys.mediamission.nl/Mediasite/Play/d61980d355d9482da6d06e3fc67cb9771d)







The audience was engaged and involved in the discussion. Some parting comments and feedback on the event from the audience chat window!

*"Thank you for this wonderful discussion!" - Melinda*



*"Lovely. Thank you so much for organizing this! I really enjoyed it!" - Dana*

*"It was very interesting, make more content in the future in this style!" - Bobby*

*"Thank you for this discussion! Looking forward to future editions!" - Jannis*

*"Thank you very much. Much better than those Dutch late night shows." - Roel*

*"Thank you very much for organizing this open panel discussion. It is a topic that is definitely worth discussing and further examining. It would be great to organize such panels leading discussions and debates in the future." - Yuxi*



**ONLINE**



**PANELDISCUSSION**

**US ELECTIONS**

**JANUARY 21**

**AT 3:00PM CET**

**LIVE EVENT IN MS TEAMS**

WATCH YOUR EMAIL FOR THE LINK  
THAT WILL ALLOW YOU TO JOIN THE EVENT

**THE PANEL MEMBERS ARE:**

**MODERATED BY:**



**EWOUT  
JANSEN**

LECTURER OF  
FINANCE & ECONOMICS



**ANTHONY  
MURPHY**

LECTURER OF  
POLITICAL ECONOMY



**KIRAN  
ASWANI**

LECTURER OF FINANCE &  
BUSINESS RESEARCH

