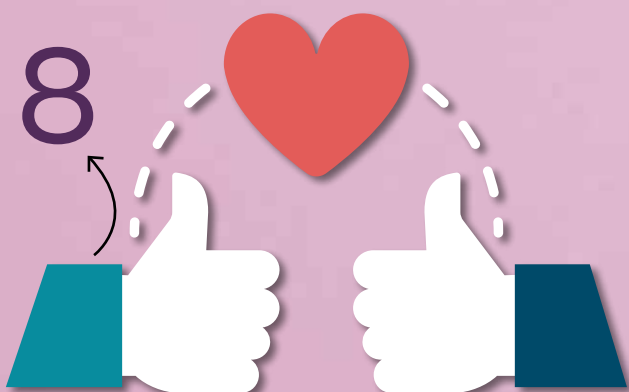




IB Student Newsletter

October 2020, Issue 3

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.

Call for submissions!

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

- Business interest pieces
 - Experience about going abroad
 - Experience of exchange students in Fontys
 - Experience of foreign students here for the full IB program
 - Interviews with interesting teachers/students/people
- Find your 'study soulmates' - tutors, buddies, mentors or maybe someone to join a newly created IB soccer team or guitar 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 third 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

Dear Students,
I like teaching in a brick and mortar classroom. So the last few months have been challenging for me. However as the old cliché goes, the only constant in this world is change! I have thus come to terms with this change and taken on the challenge. This echoes with other teachers and many students. I am tempted to call this the CV-19 issue as we are looking at things with our CV-19 glasses on! Many of our articles focus on our life as it is now in this new normal! The old Dutch adage 'Doe normaal' which translates to 'Act normal' has a whole new meaning now! What exactly is normal right now? What is our new normal going to look like?



KIRAN VAN EGMOND-ASWANI

Editorial

And while change is the only constant often escapes our awareness as we get habituated to a way of doing things (being humans); what is more human is the need to connect in the human form, face-to-face, eye-to-eye. Mr. Jansen, in his article discusses an important challenge of this 'new normal' when it comes to celebrations, as he puts a spin on Gabriel Garcia Marquez's Love in the Time of Cholera and talks about Graduating in the Time of Corona!

Once again, delighted to have a snippet from Mr. Murphy, as he gives us a window into his thoughts on the need to change our perspective on globalization and what he is going to be teaching this semester! Mr. O'Seasnaín is back again, continuing his story on Fontys Consultancy in the current environment. Happy to see we have a refreshing update from Mr. Sakwe, who is in the midst of his PhD, corona or not. A good example of sometimes, life just goes on. Check out his published work thus far. My favourite, a peek (their presentations on themselves in class) into three new students, Baoer, Ines and Jens, from the new batch of IB students. Always exciting for a teacher because it means a new batch of fresh faces, ideas and aspirations. In fact, another new student, Thais, has already suggested a great idea for the very first IB Student Book Club. I recommend you join it to get your reading game on!

I was hoping someone would ask this age-old question; in recent times famously explored by Tina Turner - 'What's love got to do with it?'. Enter Hendrico, who in this issue explores our utilization and connect to this all too human emotion in the current state of mind.

We started the new school year 2020/2021 in a slightly different manner – a melting pot of online and offsite learning, a new approach, called blended learning. The teachers have faced challenges and taken risks; constantly doing a cost-benefit analysis; balancing personal life with work life; setting up office spaces in their homes, to continue providing quality lessons. Thus it is nice to see that Shanna, a student who has had the maturity to see this, express her gratitude. It is important that positive points of view are maintained in a negative situation.

To give us another one of the viewpoints, our very own Ms. Mambwe sheds some light on a teacher's perspective (and a funny one at that) on what it is like for a lot of us who have had to switch to online teaching! Clearly a new and unique response (sound) has taken over - *PING*!

Lastly we are thinking of starting a new column 'Ask Prof Oli and Dr Kookatoo'. Here we would like to address pressing questions students might have by taking a 360 degree look at their predicament. So send in your questions now to fsbc-ib-newsletter@fontys.nl. We shall consult the two experts!

Drink a hot cup of lemon, ginger, honey tea; enjoy this issue and stay healthy!

Sincerely, Kiran van Egmond-Aswani

Graduating in Times of Corona

By
Ewoud Jansen



Boy oh boy, what a year 2020 has been so far! Corona has affected almost every aspect of our lives, and for us lecturers and students, it meant all education and interaction went 'online', almost overnight.

As spring progressed, the reality started to sink in that all this was going to last much longer than initially anticipated. Events were canceled, and this included our annual IB graduation ceremony. A light at the end of the tunnel, in June, the situation improved and restrictions were relaxed. It gave rise to the opportunity to organize something special for our graduating students.

A scramble to seize the day began, and some out-of-box thinking started, leading to Ms. Mambwe contacting the PSV stadium. A possible solution arose in the shape of the Business Club there! Whilst the venue was too small



to accommodate our usual number of guests under the 1.5 meter distance rule, it was certainly large enough to have all the graduates and IB lecturers! And so we started planning for the celebration on July 17th.

It was really good to see and talk to so many students again for the first time in months! More so, it was a pleasure to see them enjoying each other's company and sharing their experiences again, after having been away on graduation projects. And yes, it was also good to see all the colleagues again, some of them for the first time since March!

All this made me realize even more, how important it is to be able to truly interact and meet each other, especially when there is something important to celebrate. These are special moments and being able to share them with the people around you is not just fun, it is a basic human drive. It seems something that may be difficult to replace by sitting behind a screen, waving at each other and raising a glass.

This need for interaction also applies to education. It therefore worries me when various universities suggest that 'online' will be the standard modus operandi, even after Corona is gone. Yes, the switch was necessary and we managed it pretty well. The common thought among us was that this is something temporary and certainly not desirable as a permanent fixture. It is evident that



the quality of education does suffer when it's mainly online. It certainly takes away the non-verbal cues, in particular to be able to see how students respond to a lecture or a conversation. We are looking at screens instead of eyes! Another downside has been the lack of chances for spontaneous discussions or exchanges of ideas. It seems they take place less online than if we were in actual physical classrooms. I personally have yet to meet a student who says they loved the online lectures and sessions and would like to continue like this. My fear is that without actual physical education we can't be a 'learning community' and might become just another online provider of courses. A joke I recently heard, "Institutes of Higher Education now are the most expensive streaming service in the Netherlands ...!"

I hope for the best but it is important to note that if we rely on digital tools as our primary way of interacting, students will not get to know each other and we the lecturers will not get to know the students. The biggest loss would be value and meaning in something like a graduation ceremony, as there may not be much fun in celebrating with people you hardly know!



By
Anthony Murphy

Anthony's Column



Amongst the many new phrases now bubbling up in our daily discourse is 'the new normal'. A vague, quite misleading phrase, implying there was an 'old normal?' I am not sure what that would be. What is clear to me is that CV-19 has accelerated digitalization in a profound manner.

Many latent trends in this direction were boosted by the dependency on the online environment to keep economy and society functioning in the lockdown. If you look at technology stocks like Amazon, Facebook, Google etc, they have gone through the roof and have outperformed the rest of the stock market in the last few months.

So the new normal is actually a deepening of digitalization – with all the opportunities and risks that this entails.

On another issue, what I think is of particular interest for IB students is how the whole nature of globalization has transformed in the last 20 years. In 2000, 'globalization' represented a kind of interconnected world economy and society. We had apparently entered a new era of history where the entire globe (with exceptions) would enter a period of global prosperity in which national borders would become increasingly irrelevant in a new 'globalized world'.

Well ... roll on to 2020 and national borders are back (with walls), we have a new 'cold war' with China, Russia looms as a 'threat', Brexit is near completion and many other examples have emerged that show 'globalization' to be a concept badly in need of renewal. Previous assumptions here have been proven wrong or exaggerated. I will be attempting to cover this new 'Globalization 2.0' with my new first year students in order to equip them with useful insights in navigating this new and volatile terrain!

Good luck!

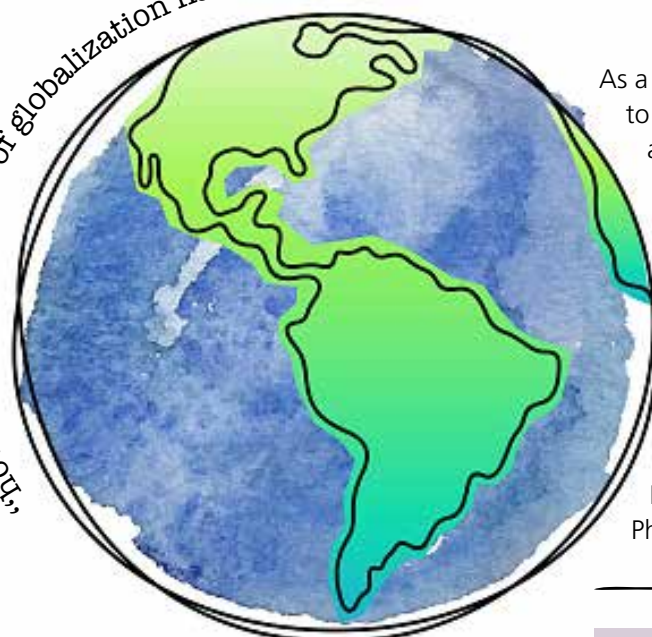
Anthony Murphy – Lecturer IB

Join Insights Discovery Training in December!

Offered by the Talent Academy, with trainers Myriam de Bot and Mariette Mambwe.

For more information, check out:
<https://connect.fontys.nl/instituten/fsbc/Courses/talentacademy>

"How the whole nature of globalization has transformed in the last 20 years."



Research – Business Process Management

As business students, it is important to know that due to the growing interest in environmental sustainability as well as competitive pressures, manufacturing companies are seeking better ways to efficiently develop products to improve profitability and address diverse customer needs.

As a result, these companies are increasingly expanding to provide a seamless combination of products and services. The benefits of this combination are increased product performance, increased profit, reduced production volumes, closer and increased product and customer knowledge, and a reduced environmental burden. Thus, with today's growing demands in manufacturing competitiveness and sustainability, one way to achieve these goals is to expand from product-based to service-based business models.

In line with my area of interest, I am undertaking my PhD in asset management at the University of Twente

in the Netherlands. My project focuses on supporting industrial asset production companies in this large commercial process of service migration, and especially leveraging the opportunities of the digital technologies of Industry 4.0.

My first article "Service Chain Logistics Management for Increasing Equipment Uptime" reiterates the relevance of asset uptime or availability as one of the critical performance measures for asset manufacturers expanding to providing services in combination with products. The second article "Mapping challenges and methodologies for providing PSS - a thematic and descriptive analysis" addresses the contribution of the literature by proposing a mapping of PSS development methods capable of tackling the challenges.

Come have a chat with me if topics like Lean Manufacturing and Six Sigma Management interest you and look up the articles in Fontys Mediatheek or on Google Scholar!

References

- Bake, J. S., Pereira Pessôa, M. V., & Jauregui Becker, J. M. (2018). Service chain logistics management for increasing equipment uptime. Paper presented at the Procedia CIRP, 73 210-215.
- Bake, J. S., Pereira Pessôa, M. V., & Sipke, H. (2020). Mapping challenges and methodologies for providing PSS - a thematic and descriptive analysis. Cogent Business and Management, 7(1)

Introducing IB Student Book Club

A new student, Thais Marques, who has just joined the IB Program has come up with the idea of a Book Club. She will be joined by Mina Yolsal from the Newsletter team in leading this initiative. This is a great opportunity

for those who want to read several books but are pressed for time or those who want to get into the habit of reading more!

Contact Thais and Mina to start your reading adventure! You can send an email to: fsbc-ib-newsletter@fontys.nl.



The Balance of Earning Respect, Treating with Respect

By
Shanna Koopman

I don't think anyone of us expected to spend most part of 2020 in quarantine at home; without family, friends, school, work and vacations!

This year brought a life-changing event for many, the COVID-19 virus, which continues to stick around. Schools were closed and this brought uncertainty and worry for us students. How were we going to make it through the year? What would the lessons look like? How could we make sure we didn't miss anything?

There was waiting and there were postponements of exams. Then we were told that the teachers were going to continue to teach us, online, via Microsoft Teams platform. This was the option which could allow us to maintain contact and proceed with the study, given the situation. But soon I saw the relationship between the students and the teachers change. Maybe the relationship has always been challenging, although I myself have never paid as much attention to it as I did in these times. It seemed to me that our teachers tried everything for us but as soon as an email was not clear enough, a quiz didn't get online on time, or a program got stuck, the respect from student to teacher was hard to find. In my opinion, I think that we as students don't appreciate the teachers enough for their work. Without our teachers, we wouldn't have been able to take lessons, we wouldn't have been able to take tests and we would have had a huge study gap. But because our teachers did not give up despite the difficulties, continuing to look for opportunities for us, we made it! We were able to take the classes without any major hiccups and many of us made it through the year.

Personally, I always ask a lot of questions about the subject and even though this situation made it a little more difficult, I found that the teachers did a particularly good job of helping me with my questions. I think I emailed some of the teachers 20 times in 1 week and all 20 times I got a good and comprehensive answer back that helped me continue my studies. And yet, I heard new complains almost every day. But dear students, why would you complain, instead of taking some initiative and emailing the teacher yourself if you want a clearer explanation. Why disrespect when mistakes are made due to a new method and a new situation? It is more productive to make suggestions and give feedback politely.

I am 100% sure that our teachers have our best interest at heart and will do their best for us. But one has to take the initiative and do the best for oneself. Please don't let this situation ruin the relationship between students and teachers. Let's give each other due respect, especially when things are difficult.



The Life and Times of an 'Online' Teacher ...

A **typical** day in my online teaching.

By Mariëtte Mambwe

Me (Whilst trying to share my PPT with students) Hello everyone, how are we today?
Students(eerie silence)

Me (Still struggling with the slides, because I keep finding the wrong slide pack) I hope you are doing well today, hello to all the students who just joined. I am still setting up the slides, just a sec.
Students(more eerie silence)

PING – New Message: Hi miss Mambwe

Me (Praying I have the right slide pack on the screen now) Can everyone see the slides?
One brave student turns his microphone on:
Yes Ms. Mambwe

Me Good! Let's start! The topic today for Finance is Absorption Costing. I presume everyone is prepared and did the homework assignments!?
Students(even more eerie silence)

Me (Freaking out whilst a student is taking over my slides and is clicking through the presentation to the last slide in the pack) Can the student who took over control please stop messing with my slides? Ok. So let's start with a question: can anyone explain to me what the standard production cost is?
Students (It is an eerie silence day...)

Me Ehh ... yes please (Quickly checking which names are on the attendance list in teams); Noah, can you tell me what the standard production cost is?
Noah

Me (Waiting 10 seconds) Noah, I cannot hear you. Perhaps you forgot to turn your microphone on?
Noah

Me Ok class I think Noah is taking a break here, so perhaps someone else can answer this question? (A student who decides to pity me turns on her microphone)

Yes Madam, the standard production cost is the variable cost per unit plus the total fixed costs divided by the normal production level

Me (Relieved that someone is actually talking to me AND even knows the answer) Yes, thank you Sarah. If you understand what Sarah just said, can you please send me a dancing penguin in the chat?



PING *PING* *PING* *PING* *PING*

Me (Happy to finally get some sort of response) Thank you! I presume your emoji of the cat licking her paw also means you understand what Sarah just said!

Me (Talking ... suddenly my daughter comes into the room)
Daughter MOMMMYYYYYYYYYYYYYYY
I POOOOOOOOOOOPPEEEEEEEEEEEEEED!
Me (OMG!) Yes eehh hi Nyssa. You want to wave to the nice students?

Me (For once grateful that students find my questions difficult so will need to take some time to answer it) Ok, euh, yes students, please start doing this assignment and I will be right back.

After settling my daughter down, I return online and finish talking to the blank wall (screen). At the end of the lecture ...

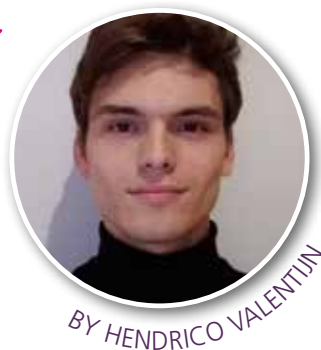
Me (Waiting for everyone to leave the online classroom) Bye everyone, bye, bye, byeeeeeee ... euuuuhh Alex ... you are still here, do you want to talk to me?
Alex: (silence)
Me: Alex?
Alex: (silence)
Me: Ok Alex, I am going ok? If anything, just send me an email. Bye!

Alex still silent and online, 20 minutes after class ended ☹️

So if you think following an online class is awful ... **news flash - online teaching is worse ...**



What's Love Got to Do with it?



Slowly the weeks have turned to months, yet we've not gotten any closer to a semblance of a firm resolution for this pesky C-word thingamajig. Further quarantine seems likely and a strict lockdown not unthinkable. I don't know about you, but I'm low-key (read: high-key) kind of ready to be done with this whole NO CHILL type of vibe.

My motivation for school is being affected, I'm losing my gains (Arnold, forgive me...), but above all else, I can't stop thinking about monogamous birds and bees!

All jokes aside, social isolation has varying, but undeniable serious effects on all of us. I'm sure many of you have noticed your mood not being what it used to be and just a general sense of lethargy. This is undoubtedly negatively affecting every part of our lives. So, instead of just withering away in social isolation and letting the C-word win. Let's use our brains and think about it. What is really missing when we feel this loneliness? I think the answer is simple, love.

When considering the words of Sartre we ought to weigh the significance of self-love. With a change in perspective we can turn this unfortunate isolation into a great

"I know of only one duty, and that is to love. Don't walk behind me; I may not lead. Don't walk in front of me; I may not follow. Just walk beside me and be my friend."

Albert Camus

"If you're lonely when you're alone, you're in bad company."

Jean-Paul Sartre

opportunity for learning more about ourselves and finding new reasons to love ourselves. Read a book, do some soul-searching, or embark on the most daunting task and really try to figure out what you want from life and how you might not be good enough to actually achieve it yet. Face the truths and learn to accept them, then love them. Willful ignorance never made anyone prettier.

All this newfound capacity for, and understanding of love will be of benefit to us all. Seize the opportunity and help make the present more bearable. None of us grow at the same pace and none of us maintain our positions indefinitely. And so, equipped with greater wisdom we will be able to pull our friends up when they are down, but also be pulled up by them when we are feeling down. Is improving ourselves not our duty to one another?

My day nowadays starts with following lessons in Spanish and Irish - Different. As I write this, I can see five student consultants, from International Business, Bedrijfskunde and Commerciële Economie in a meeting with a company, getting ready to launch their first mainstream product - Interesting. When they finish, I hope to learn from the students how to do a launch, especially in a pandemic - Challenging. Later today, I will have several meetings with professors on how Artificial Intelligence can be applied in new ways - Inspiring!



By Shane O'Seasnáin

Fontys Consultancy

We are living a year shaped by the constantly changing pandemic, affecting many aspects of life. One in particular has been heavily hit – teaching and learning at a university. Despite that I am lucky to have so many people to learn from in a constantly changing environment. And lucky that technology allows us to continue.

Our students come from all around the world and all over the Netherlands, to learn about business in the Brainport region, with a strong heritage in technology and design. There is indeed a lot to learn here and I count myself lucky to work with Fontys Consultancy in the High Tech Campus, where 12,000

people are pioneering a new future for 230 companies. Its tagline is "the smartest square kilometre in Europe." Each year thousands of students come to Eindhoven for a reason, to become successful, whether that be to make money, to improve our planet, or to change themselves. Many of these students do not realise that they came here for one other reason. They come here to teach!

The companies here, whether large like ASML or Philips, or scale-ups like Incooling or Ipos, often look to students and ask what can you teach us? What do you bring to the table? Sure, they want to share their knowledge with you, but it's a two-

way street, and this is an important aspect of the relationship students need to understand. Be prepared to come to the table with some lessons! Teach the stuff you learned in lectures and assignments, from the books you read, from the videos and podcasts you follow, from the networks you have built, from the hobbies you pursue and from the places you come from.

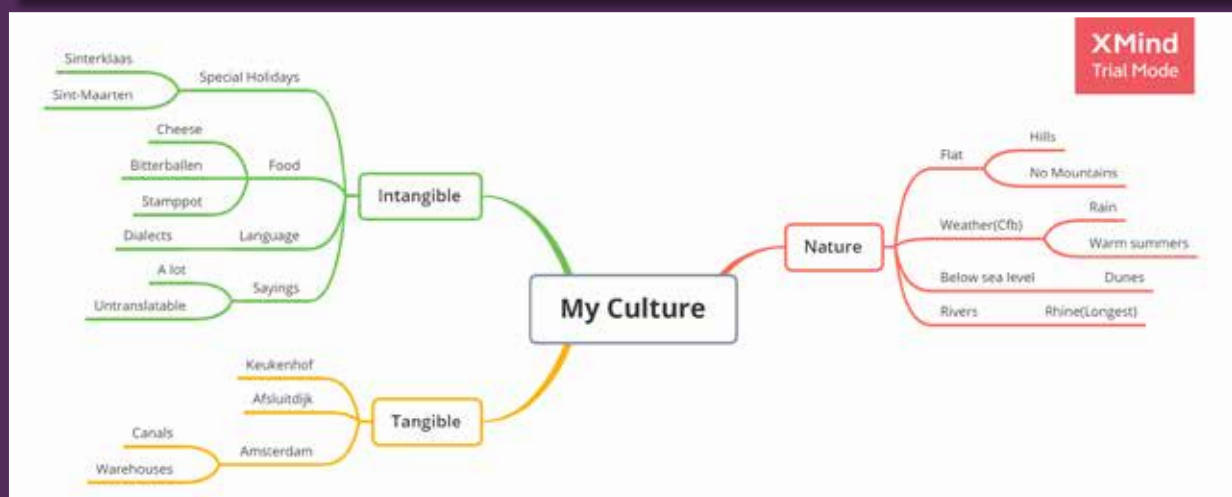
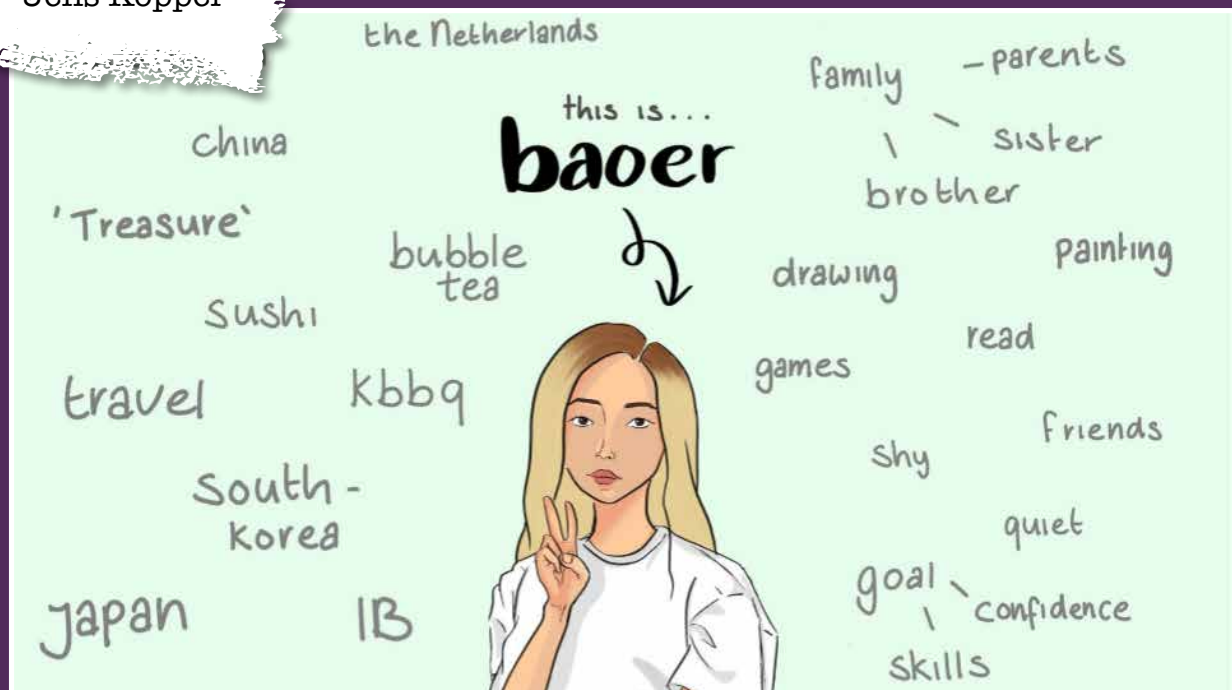
However before you can teach others, teach yourself to learn regardless of the situation. Begin with your fellow students, then your friends, then your family. If you can do that, you are ready to teach companies. You are ready to ready yourself with an ever changing environment.

This is Me!

By Baoer Ouyang,
Ines Ivanova &
Jens Koppei

In the first 3 weeks the students presented themselves,
This is what some of them showed up with!

'Who am I?' by Baoer | 'This is my culture!' by Jens | 'Me as a professional' by Ines



Communication skills

- ❖ connections
- ❖ build my network
- ❖ different perspectives
- ❖ getting my point across (not being misunderstood)



Leadership

- ❖ success
- ❖ putting myself out there
- ❖ taking the initiative in more assignments and projects
- ❖ expressing my opinion more often



Saying "yes" instead of "no"

- ❖ FOMO
- ❖ putting others needs in front of my own
- ❖ start listening to my inner voice
- ❖ "no" - the end of the world
- ❖ find a balance