**Module descriptions: International Finance and Control**

**Semester 1**

**Block 1: Business Basics**

Learn all the basics of business management. To run a company successfully, you do not only need a good business or product idea, but also the right marketing and, if necessary, investors. Theoretical focal points establish the topics external and internal accounting as well as financing. These are supplemented by short workshops on marketing, project management and creative thinking. Your practical task will be to apply this knowledge within the framework of a group project by developing a business idea and then presenting it in a business plan.

**Block 2: Business Operations**

You can only achieve the goal of a company by working together. The entire value chain, from purchasing and logistics to sales, must always be coordinated. Therefore, in this block, you deal with several areas: Logistics, Sales, Purchasing, Human Resources Management, Ethics, Process Management and Organizational Studies. In a practical project, you examine the processes and decisions of companies together with your student group and independently work out optimisation potentials.

**Foreign language & Skills**

In this block you learn two foreign languages at the appropriate level for you. Especially in the time of globalisation it is very important to have foreign language skills. For this reason, we want to bring you into contact with foreign languages from the very beginning. In this block, you also learn the necessary skills in the areas of IT (Word, PowerPoint, Excel), time and project management.

**Qualitative Research**

Learn more about the implementation of your research projects. Since you probably have not had much experience with business practice projects, this module helps you to successfully implement your practice projects. In addition, this module is also an elementary component for learning to work scientifically.

**Study Career Management**

This module accompanies you throughout your entire studies. Each class is assigned a coach who accompanies you throughout your studies. In this module, you are able to address any difficulties you encounter. You also start preparing for your internship next year by developing your CV and letter of motivation. Every week you have the opportunity to talk to your coach, address problems or ask questions.

**Semester 2**

**Block 3: External Analysis**

To successfully implement a corporate strategy, an external analysis must be carried out in addition to an internal analysis. You need to be aware of the opportunities and risks your company faces due to its environment, since you cannot control these. Modules such as economics, market research and statistics provide you with this knowledge. As a practical project, you work with a team of fellow students to develop a detailed analysis for a real company.

**Block 4: Internal Analysis**

Internal analysis is just as important for a successful company management. Therefore, in this block you learn how to work out the prevailing strengths and weaknesses within the company. The main focus is on quality and process management, the internal value chain and corporate financing. Again, you work on a project with a real company and work out the strengths and weaknesses of the company with the theoretical knowledge you have learned.

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**Semester 3**

**Block 1: Accounting & Taxation**

This block is all about the preparation and analysis of financial statements. At the end of a fiscal year, every company must show its financial situation and its success. Especially in accounting, many things must be considered. How you prepare the annual financial statement documents, how you consolidate advantageously, and which tax effects must be considered are explained to you in this block. By analysing and auditing the annual financial statements of a large corporation, you demonstrate your skills in this area under real conditions.

**Block 2: Finance & Investments**

Learn how to obtain the necessary capital for a successful business management. Without enough capital, it usually is not possible to implement a business idea. Since a reasonable use of capital and the evaluation of investment alternatives are indispensable for the achievement of goals, the topics of investment calculation and business evaluation form the focus of this block. Finally, you prepare and present a financing request to a real bank.

**Start-up Factory**

This is one of the biggest projects in your studies. Together with students from different study programmes, you establish your own StartUp Factory and spend a year mastering the challenges of a company in a realistic way. Choose between 4 different types of projects:

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

**Quantitative Research**

Learn the basics of quantitative empirical research. Empirical research brings many challenges with it that can only be successfully overcome with the right strategy. Furthermore, this module represents another elementary component for learning to work scientifically.

**Study Career Management**

As in the first year, you will have the Study Career Management module in the second year as well. Each class is assigned a coach who will accompany you throughout your entire study career. In this module, you are able to address any difficulties you encounter. You continue preparing for your internship next year by developing your CV and letter of motivation. Every week you have the opportunity to talk to your coach, address problems or ask questions.

**Semester 4**

**Block 3: Internal Control**

Here, you deal with a major core element of corporate management: controlling. Effective and efficient controlling consists of planning, monitoring, steering and supply of information to all areas of the company. Topics such as "digitalization" and "big data" simplify corporate controlling in terms of content on the one hand but make it more difficult to create transparency on the other. in the field of "Data Analytics & Reporting" you learn about tools for modern data analysis and prove your practical competence in this area by creating a management dashboard with decision-relevant, valid key performance indicators for a real company.

**Block 4: New Business Development**

Here, you can choose which subjects you want to take. Two modules must be chosen by each student. The modules you can choose from are: Advanced Statistics, Sales Management, Human Resource Management, Digital Accounting, Cambridge Business English, Business Law, Sustainability Management. All modules are important aspects of modern business management and prepare you for your successful future.

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**Semester 5**

**Work Placement**

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

**Semester 6**

**Minor**

Now is the time to specialise in a certain field. You may choose one of the specialisations (minors) offered at Fontys, e.g. “Doing Business in and with Europe” or “International Business Management”. Alternatively, you can spend this semester at one of our over 125 partner universities abroad in countries such as Australia, Brazil, Canada, China, India, Japan, Mexico, Spain, USA and many more. Don't be afraid and start a new adventure.

**Semester 7**

**Block: Corporate Governance, Compliance & Risk Management**

Get an overview of the current state of research in risk and value-oriented corporate management. Discover the content and requirements of the Corporate Governance Code, the importance of internal auditing in a company, the design options for corporate compliance, as well as the methods and instruments of risk management. Prove your skills by doing a practice-oriented risk analysis and an external benchmarking of a real existing company.

**Block: Strategic Management**

Strategic management deals with the development, planning and implementation of content-related goals and orientations of companies. Among other things, it also represents the behaviour of the company in the respective market and competitive environment to be able to operate successfully in the market. Explore which strategies are necessary for this and how to implement them. To further develop your skills in this "supreme discipline" of business management, you take part in an extensive business simulation in which you compete as part of a management team against companies managed by your fellow students in the direct market competition.

**Semester 8**

**Work Placement + Bachelor Thesis**

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