

IB Student Newsletter

JULY 2021, ISSUE 6

INSIDE THIS ISSUE:



5



6



9



8



11



› FOR SOCIETY

Welcome to the sixth 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

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!



KIRAN VAN EGMOND-ASWANI

Dear Students,

Here we are, closing off a largely online school year!

Well, it is difficult to focus in midst of so much disruption. Even harder to find meaning as our lifestyles changed and continue to change. But life continued. It is a good point to note, that life has a tendency to continue, despite the circumstances. And all life, including that of a virus would like to live on. With that in mind, keep moving ahead. The cliché, 'change is the only constant' has one could say, an unchangeable truth to it!

We are happy, and I think it is very apt, that Dr. Kwanjai has contributed an interesting piece for this issue; dwelling into what assumptions and facts are, understanding context, and what it means to make decisions.

Ms. van Mensvoort is back with part two, with views from three more students on the challenges of making contact!

The Business Club is looking to become active again and the board is looking for new students! Christel tells us more on this.

And something exciting has come up in the last few months. We have two fun collaborations – with ICM and ICT! Great to have Mr. van der Horst and his team. Also good to have international personalities from ICT. I am looking forward to the IB students collaborating; like you would in the real business world; with students from other study programmes.

As the old board prepares to go away for internships and minors in Year 3, a new sub-board has been recruited. Charles, Daphine, Ines, Samuel and Tommie will be joining the team. As a teacher my wish is that the students continue to grow and develop themselves, find more meaning, and of course, have fun together.

I think we can all agree that the past year or so has made us all more aware of the fragile nature of life and the un-stoppable nature of time (despite lockdowns). So best to use the time to put life to good use!

Looking forward to seeing everyone back on campus. For now, wishing you a good summer break!

Sincerely,

Kiran van Egmond-Aswani

The Trolley Problem Revisited

By Dr. Nantawan Noi Kwanjai

PART 1: THE PROBLEM

Even if you are familiar with this problem – please revisit it with me.

The Trolley Problem is a thought experiment in ethics. The general form of the problem is this: There is a runaway trolley barreling down the railway tracks. Further ahead on the track, there are five people tied up and unable to move. The trolley is headed straight for them! You are standing some distance off in the train yard, next to a lever. If you pull this lever, the trolley will switch to a different set of tracks. However, you notice that there is one person similarly tied up on the side-track.

What would you do...

Before you look for Part 2, write down your own immediate response to the above.

Source: TUDelft. (2021). *Open Courseware: Responsible Innovation - 1.2 The Trolley Problem*. Retrieved from <https://ocw.tudelft.nl/course-lectures/1-2-trolley-problem/>

By Christel Schäfer

The Business Club



Late 2017, several first-year students attending International Business (IB) Studies at Fontys University of Applied Sciences felt a void in their “study experience”. This void consisted of the lack of extracurricular experiences within the Fontys Marketing and Management Division. With the knowledge of past studies, these students concluded that it was because there was no study association available to them. Having that in mind this band of young enthusiastic students set out to create their own.

FOMAS had served as the study association for FHMM since 2001 but deteriorated slowly over the years. We thus made it our goal to revamp the old and neglected FOMAS. Following several meetings, the approval of Fontys, and with the hope of creating a representative distinct and compelling name, we settled on ‘The Business Club’. This set the foundation for our new study association.

In 2 years, The Business Club was already counting more than 250 members. The board organized several types of events such as Biweekly Business ‘borrels’ at café 040, charity events, the GLOW walk, events on Stratumseind, and contributed to the IB introduction week. Starting from next school year, we are eager to plan these events again, and we want YOU to be there too!

With the original board leaving for their year abroad in

2020, and the influences of COVID-19, it has been a tough year for The Business Club to stay active. As the original board is also graduating, we are now recruiting the board for 2021-2022. We are looking for motivated, proactive first and second year IB students who want to help to bring everyone together. Important to note is that you should have the ability to combine your board year with the ongoing responsibilities for your studies. Activities that keep the board busy are planning finances, planning events, recruiting students to join the association, marketing, and promotional activities, as well as regular meetings with the board members.

So, if you are interested in joining the board, please sign up for the recruitment event (date will be announced) via the Google Form on the portal: <https://connect.fontys.nl/instituten/fsbc/aboutFSBC/BusinessClub/Pages/default.aspx>, or send an email to k.usach@student.fontys.nl with your name, preferred role, age, and class.

The following roles are available for the board 2021-2022:

- President
- Secretary
- Treasurer
- Head of Recruitment
- Head of Promotion
- Head of Events
- Head of Social Media



By Ingrid van Mensvoort, Romée Hoeks,
Noora Koskinen & Miodrag Radovanovici

Yes You Can! Again!



Remember the first article on this topic? “... in this assignment, you’ll have to work with a real company..” **Panic, freeze, help!!** How are you ever going to do this? There are many ways to get there! And that is why we decided to interview three more students who have been successful in acquiring assignments with great international companies. Hope this inspires you!

Romée Hoeks – 4th year student IB – Graduation Project Philips Healthcare, Customer Service – Marketing Intern



Multiple times a year you are asked to find a company! I prefer to work with LinkedIn as I feel this is a good way to connect with people who potentially could help you finding a company. LinkedIn is the world’s largest professional network online. It is a platform for everyone who is looking to advance their career (LinkedIn, 2020). As a student you are definitely looking to advance your career and Fontys is helping you do that by giving you assignments which involve real companies! But where do you start with LinkedIn?

First, create a good LinkedIn profile. This includes a professional profile picture, a summary and a headline. Don’t worry, LinkedIn helps you with that. You can also

check out this 20-step plan on how to create a better LinkedIn profile, at this link: <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>

When your profile is ready to go, find connections. Do you want to do your internship in the field of marketing for a company in the healthcare industry? Find people working as HR manager or marketing manager in the healthcare industry and connect. It doesn’t matter if you don’t know them, it is all about enlarging your network and connecting with the right business professionals that can help you further.

Next, when you have some connections who could potentially help you, it is time to contact them. This can be by messaging them directly or posting a message on LinkedIn. Either way, it is important to have a strong message. Here are some tips:

- A message must have an introduction, a body and a conclusion. Professionals don’t have a lot of time, keep it short.
- Since you want something from that person, you should include a call to action. You first need to understand what action you want them to take after reading this message. Be precise.
- What is the purpose of the message? – be able to answer this.
- When creating a post, make sure they see what you are asking for at a glance.

More information on how to message someone through LinkedIn can be found at this link: <https://www.themuse.com/advice/how-to-write-linkedin-messages-that-actually-get-read>

So, what are you waiting for? Create your LinkedIn profile and connect!



Noora Koskinen – 2nd year student IB

MIX & MATCH

Whether it is for a project, work, or a possible business partner, it is paramount to find common ground between you and your contact. While trying to achieve that we often tend to worry and stress about our own performance and what they might think of us; so much so that we forget to be critical about the person and company one is meeting. However, ignoring the red flags during the initial contact could have serious consequences. For example, when starting a project with a company that you did not fully trust at the beginning could result in failing a project because they did not deliver the data needed. Also, if you ignore your gut feeling during a job interview, it could lead to a disastrous mismatch in the end.

In my experience, I had an interview to work as a delivery driver. My license and insurance were never checked despite having been told that they had experience working with internationals. Cultural differences, I thought, and carried on. The work interview was brief, and I was immediately hired. After 6 weeks, when I confronted my boss about when I would receive my salary, I was told that I was not working there anymore. Looking back at the situation, I should have kindly declined the job offer in the first place, in the absence of professionalism.

My tips & tricks:

- Be on guard for red flags such as lack of communication and proper paperwork even before meeting with your contact.
- As much as you are the one being interviewed, it is also up to you to interview the person who is hiring you to ensure that they are the right fit for you.
- Make sure to have a written contract instead of a verbal agreement.
- Don’t worry, you will find a company that will suit you, so do not be afraid to walk away if the situation requires so.



Miodrag Radovanovici – 2nd year student IB

START SMALL, DREAM BIG

You might feel inclined to believe that approaching a company is not an easy task to do, especially if it is with the intended purpose of searching for a potential project. You would be absolutely correct in thinking that! However, I want to share some insights about this “impossible task” and break it down for you to make it more digestible.

Think of it like fishing - reeling in a large one without breaking the line takes years of experience and competence. However on the other hand even an inexperienced amateur can still catch a small fish with the right tools. Don’t fixate yourself on catching a big fish because you think it will get you a better grade but on catching something so that you can learn from.

My advice here would be to start small and dream big, why not approach a start-up company about their social media presence or a local logistics company about market research. Since these smaller companies usually have limited resources, it could be a win-win situation for both parties. Doing it this way will feel more grounded and less intimidating when they refuse your assistance, but it will greatly help you build confidence over time so that you are prepared for later challenges. I encourage you to explore and fail which will give you complete learning experience. Don’t think it’s the end of the world if you get a NO, always stay positive and focused on the goals ahead.

Best of luck, Miodrag

And remember ... Realize that you have assets and something to offer. Be it knowledge, time, access to data and a refreshing view on things. In addition, they need you in the future! Educating young people is in the interest of companies as employees will age and retire, who will be there to follow up? - Correct, it’s you!



PART 2: A REFLECTION

First, take a look at what you wrote down as your response and see if what you wrote down is: 1) an *answer* to the question “what would you do?” OR 2) a *response* to the excerpt? OR 3) something else? What you wrote down can tell you a lot about yourself. If it's 1) – you assumed that “the above” refers to the question at the end of the excerpt (does it?). If it's 2) you assumed that it refers to the excerpt itself (does it?). If your answer is neither 1) nor 2), what are the assumptions behind it? Now, I am *not* going to debate the moral or ethical issues related to the trolley problem and tell you what I would do or what you should do. I am going to use it to make three observations. You may find the observations interesting or useful, or you may not. That's up to you.

1. The assumption

If your written “response” is the answer to the “what would you do?” question, you have done so with some assumptions you may not be aware of: such as, if there's a question, you need to answer (do you?); OR that a response is the same as an answer (is it?).

Assumptions are necessary for us to function as a human, or an animal with the ability to think. Generally, we do not act purely on instincts. We think. At the same time, our life is not a mathematical formula that can be solved with a single precise answer once the parameter values are known. Life is full of fuzzy problems that have no formulaic solutions but rather heuristic resolutions. Not everything is known to us – and those we do not know, we need to assume. Yet, assumptions are as dangerous as they are useful. Wrong assumptions, or worse yet, assumptions that are paraded as facts, are dangerous at best, poisonous at worst. And in the age of social media, both forms of assumptions abound. That's why I constantly remind myself to check the legitimacy of known facts, and the validity of my assumptions, before I would attempt any conclusion, judgement, and action. I also question conclusions or opinions that are presented to me with the same scrutiny.

2. The context

Back to the Trolley Problem: Would you really know what you would do, right away – just by reading the 92 words of the narration? I wouldn't. I would ask a lot of questions, before I could even attempt to “think” what I would do, or NOT do.

I would ask: Who I am, what I am doing there, who the six people are, why they are tied up, what they are doing there, what is in the trolley, why it is a runaway, where this happens, when this happens, why the lever is there, what it is for, how to operate it, why I am the one



Here is a story from the Theravadan tradition with a Consciousness Only flavour, about Voramai Kabilsingh, the first Thai woman to receive full ordination and take the accompanying 311 precepts:

A young man asked, “How do you keep the 311 precepts?”
Voramai Kabilsingh responded, “I keep only one precept.”
Surprised, the young man asked, “What is that?”
She answered, “I just watch my mind.”

Source: Connelly, B. (2016). *Inside Vasubandhu's Yogacara: A Practitioner's Guide*, pp. 10-12. Somerville, MA: Wisdom Publications.

supposed to operate it, what would happen exactly to the trolley, the people and me, if I do or do not do anything, etc. etc. etc. I would ask, because life does not exist in a vacuum, and the details that make the context give meanings to a problem. Naturally, if this were the real situation, I would know some facts about the context, and I would have to make some assumptions of what I did not know. Again, those darn assumptions!

3. The mind

I don't know about you, but I would say, life is such a nuisance because of the above. Not only do we have to constantly deal with checking the facts and the assumptions to pave our ways through life, we also need to contend with assumptions of others, some of which are close to facts, some not.

You may assume by now that I am such an expert at this game. You assume wrongly, I'm afraid. I am just a contender who continuously struggle with facts and assumptions. Recently, I learn a good trick from a Thai bhikkhun. I am now reminding myself to keep telling my mind to watch itself. Sometimes I succeed, sometimes I don't. I keep at it still.

Another new collaboration!

New members on board - ICT

By Sarah Daniali and Andreea Șindrilaru



SARAH DANIALI

Hello! My name is Sarah Daniali. Second year student. ICT & Media Design. Specialization in Game design. President of Proxy and member of the Video Crew of Fontys. Now new member of the IB Newsletter. I am a French student with 5 origins. The Netherlands is my fourth country (the countries have no connection with my origins). Hobbies: like to try new recipes of different countries and like trying out different types of arts.

Hello, everyone! My name is Andreea Șindrilaru. I am a 20-year-old first year ICT & Software Engineering student coming from Romania, the home of the well-known Dracula. I consider myself a very curious person, wanting to understand how things work and, caring, especially with friends and family. My hobbies include hanging out with friends, doing sports (especially basketball and badminton), reading about technology, and playing video games whenever I have free time.

We will be contributing as students from ICT. Both of us are part of Proxy (FHICT English Stream Student association), Sarah being the president and member of the video Crew of Fontys, and Andreea being a recent member.

Proxy is the association for course-based students of ICT in Fontys. It is created by students for students. We create activities such as workshops that are helpful for students as well as social activities to bring our community together. If you are interested in to join and help our community, you can email us at: El-proxy@fontys.nl or meet us on the second floor to the left, room 2.16, in the R10 building.



ANDREEA ȘINDRILARU

A little about the new building which everyone is curious about ...

Our new building that opened recently is finally going to be able to welcome fully, all students next semester (September 2021) at capacity. Best part is having balconies on the third and fourth floor for a nice picnic or chilling during break time. A good mix of open spaces and traditional classrooms to study. Feeling the need to have a room only for you and your teammates? You can reserve small rooms for an hour and more depending on the availability. We also now have unisex toilets in this building.

This ICT building also shares a floor with the paramedics students on the third floor. Feel like having a checkup? They do offer it for free once a week. If you need any material during your study, the ISSD is there for you. Arduinos, laptops, phones, Ipad, 3D printing and more. Finally, if you need help with your study regarding stress or if you have autism you can talk to our professionals of Student Plus which are located on the fourth floor. We look forward to sharing our experience and knowledge in the next issues and maybe find common ground to connect and grow.



We are ICM!

By Coen van der Horst, Tran Ngoc Tra My
& Magdalena Georgieva



What's this? Another study programme in the IB newsletter? Yes, ICM, or International Communication Management, are your neighbours from the first floor of R4. And we are going to be contributing to this newsletter in the future. Why? And how? Well, let us explain... After years of preparation, Dutch bachelor programme Communications launched an English bachelor in 2019 called International Communication Management. Four classes full of students from no less than 23 countries came to the Netherlands to start their studies. And although COVID-19 forced most of these students to follow classes back home this past year, we are seeing a steady influx of nationalities to our campus in Eindhoven. When ICM started, we started looking around Fontys for initiatives for foreign students. And that's when we found the IB Student Newsletter! So from the next issue onwards, two ICM students are going to write and give their unique perspective on Eindhoven, the Netherlands and the day-to-day life of a student. Let's get started on their introductions

Tran Ngoc Tra My

How do you spell the word "My"? Normally, you will pronounce it as [mai], right? It is also how my foreign lecturers and friends call me at first. But in my native language, Vietnamese, it is pronounced as [me]. I, on the other hand, appreciate whatever version of my name, as I find it is a wonderful part of my study abroad journey.



Let me introduce myself properly, my name is My and my home country is Vietnam, a tiny but stunning country in Southeast Asia. Many months ago, I preferred hanging out with friends after school, and my room was just a place to sleep in, but now, after months of online learning, I have spent most of my time in my bedroom, and it has now become my comfort place. I have lived with my extended family for the past 19 years of my life, so it was quite a difficult decision to move out and spend next few years in another country, by myself! But I realize that to get more growth, I need to step out of my comfort zone. It was three

years ago that I had a dream of following up my study path in another place with another culture and language, and I chose the Netherlands! From a young age, I have known that I love creating things more than anything else. But you probably know that the creative industry is huge. And as long as I've been reflecting on myself I've understood that I enjoy working with people and for people. My interests stayed broad until I got the position as a planner and writer for a play for my class in high school. I enjoyed it so much so that I pulled an all-nighter at that time to complete the script! It was a 'wow-moment', seeing myself dive happily into writing and planning. Therefore, it is one of the reasons why I chose ICM, and my "full-time-online-year" has brought up plenty of surprises. I had the chance to work with people from different countries and in different time zones! I learnt how to cooperate with others in the online environment (which, in my view, will be essential in the future). I do believe that there is nothing one can't do, unless one gives up on the very first attempt!

Magdalena Georgieva

My name is Magdalena, I am twenty-one years old and I am from Burgas, Bulgaria. I have always been interested and good at writing, since I was a little kid, so I turned it into a hobby and daily activity. I love writing simply because I can easily express myself and my feelings on the white sheet, and this makes me feel better and calmer. I use different storytelling techniques in order to come up with incredibly catchy stories, which is why I am so passionate about joining the team and writing articles for a magazine. My goal is to improve my skills and become a professional writer one day, which I believe is possible.

My favourite thing about ICM is that I can use my creativity and imagination to create various types of online and offline content. Furthermore, in the program, I like the focus on practice and participating in group projects. This helps me grow as an organized and reliable team member. In fact, I have also improved my communication and leadership skills significantly.

For my articles, I would choose topics in my areas of interest such as lifestyle, self-love, self-worth, feminism, and meditation. Fashion and decorating are also popular

topics in the present day world, considering that the majority of people are curious about what are the latest trends. When I created my personal blog website as part of a school project, self-love for women was one of the main topics I covered. Additionally, I added fashion tips and tricks and ways to improve confidence and mental state. I believe these topics are essential nowadays and could help those dealing with stress, anxiety or lack of self-esteem, at a certain point of their lives. I personally do not enjoy reading celebrity news or gossip magazines. I prefer reading informative articles connected to happiness and healthy lifestyle. They can make my day or influence my behaviour

in a positive way and motivate me to change my daily routine. Unfortunately, in Bulgaria journalists mainly focus on drama, fashion and celebrity news rather than giving useful information to the audiences. I hope to venture further. In conclusion, I am enthusiastic about putting my knowledge into action and create stories that catch the readers' interest immediately!



We have new family!

By Dj Verstijnen

We are finally approaching a well-deserved summer break, and we hope everyone has the opportunity to recharge and have fun during this vacation.

Next school year, we, the current newsletter board will enter our third year in the programme. This is an exciting year as we all have fun plans lined up for our internships and minors. Because of this we decided to welcome a sub-board to the team, consisting of five new students who are eager to lead, participate and contribute. The sub-board will take over part of the activities during the coming school year. Below, an introduction from them! We would like to welcome Charles, Daphine, Ines, Samuel, and Tommie!



Charles Manuel

Hi, I am Charles Manuel and I am 18 years old. I will be a second year student of IB in the upcoming academic year 2021-2022. I joined the International Business studies as I have always been interested in people with different stories and different

backgrounds. Coming from a Dutch high school, this has been different in that I have had the chance to meet many different and special students with amazing stories. For this I am very excited to have joined the new IB Newsletter board.

I look forward to the upcoming academic year, in which I am excited to share the amazing stories I expect to hear from students, teachers and workers. I am a person that has always been business-minded and I prioritize my growth and development. I am best described as a team player and I am a curious student who is eager to learn. Therefore I take every opportunity to develop myself and do something extra aside from the IB studies. Joining the Honours Programme and the new IB Newsletter board are the perfect opportunities to do so.



Daphine Vorstenbosch

When I was first asked to write about what made me unique, I was hesitant, to put it mildly. I was unsure of what that was! But after several hours of consulting with my family (they would refer to it as interrogating), a few things were put into perspective. They described me as a driven East African – Dutch young lady

who shares a great passion for travelling and storytelling. Although I must admit that my median of choice is usually video. I am a new addition to the Eindhoven UNICEF student team and am currently the chair of its board. A Ugandan born 19-year-old that was partly raised in the Netherlands - it is this background that birthed my love



and fascination with travelling, languages and interacting with people of various cultures and backgrounds. I am fluent in three languages, intermediate in one and currently working on my fifth. My free time is usually spent reading, listening to audiobooks and music, creating videos, watching movies or shopping. I would like to use this platform to reach others like me.



Ines Ivanova

My name is Ines Ivanova, and I officially finished my first year as an IB student! This past year has been an incredible journey for me, full of achievements as well as many setbacks; which led to embarrassing but incredibly funny stories to treasure. I have learned valuable lessons and

developed myself on a personal and professional level, which I will use as a member of the Fontys Newsletter board and the Honours Programme.

Of course, aside from studying, I won't back down from a party or grabbing a coffee since I'm a huge coffee lover. My hobbies include reading, writing, cooking and exploring different countries and their cultures. I love staying up until 5am to finish a good book or to try a new recipe, especially from Asian cuisine. I am a very social person and I love making new friends, going out, trying different activities and having fun but I would also gladly binge-watch Netflix on some days. The IB programme has presented me with great opportunities, which has enabled me to involve myself in many exciting projects, making me look forward to next year!



Samuel George Netto

Hello there, my name is Samuel George Netto and I have walked this earth for 23 years. I was born in India, but grew up in the Maldives, and hence I consider myself a third culture individual with a laid-back attitude. I am a second year IB student who is

curious about the business world, and I hope to start my own business in the men's fashion industry. I have always been a social butterfly and I love meeting new people. I express my creativity through writing, so I hope to allure you with my words in the future! I enjoy a balanced lifestyle, constantly striving to better myself with every given opportunity. I truly enjoy International Business as I gives me total freedom to create my own path. I am also part of the Degree Programme Committee and the Honours Programme, so if you need your voice heard I can always be your broadcaster.



Tommie Leermakers

My name is Tommie Leermakers, a 19-year-old Dutch IB student. After completing the foundation year, I have really been able to develop and establish my interests and learning objectives related to the study program. Even though CV-19 has had a big influence on the course and direction of the first school year; it has been an amazing experience nonetheless. With

the first year done and dusted, I am excited to move onto the second year. First of all, connecting with fellow students and creating my own network is an enjoyable and at the same time, an important process. I look forward to meeting many other students and lecturers during the study program, with whom I can share moments and experiences. A prime example of such a possibility is the Honours Programme. Through involvement within this program, I hope to meet motivated and enthusiastic students. Next to the communicative part of me, I am interested in creativity and keeping an open-mind. In my opinion, the best results are achieved by having an open interpretation and pushing creative ideas. Lastly, discipline is one of the things that makes me who I am. To be able to prioritize the things I want to or need to do. It might sound a bit cliché, but one should know when it's time to go out and when not to.

Happy summer holidays!

