



International Business (IB)

Semester Handbook: Semester 1

Spring Semester, 2021





Dear IB Student,

We are delighted to welcome you to Fontys International Business School and to the first semester of your IB studies.

This handbook is designed to give you a quick overview of the modules and their learning outcomes (learning goals) in semester 1. The lecturers and coaches will provide you with full and detailed information in each of the modules during contact hours and on the module sites. Sources for further information are also indicated in this document (see the links on page 3).

We look forward to working with you in semester 1.

With best regards,

Wouter Josso
IB Program Manager

Chantal Teeuwen
Assistant Program Manager

Silke Röttger
Semester Coordinator



1 Overview of year one *Propaedeutic Phase*

The first year of study is referred to as the *Propaedeutic Phase* and consists of semesters 1 & 2, each lasting 20 weeks. Both semesters are based on **one** major project. Parallel to this project, several knowledge, skill and attitude building modules are offered. Each of these first semester modules is described separately in the next section. By the end of the first year, you will have gained a solid basis of business knowledge, skills and attitude and learned how to apply these in different types of projects.

Module Overview

Propaedeutic Phase Module	European Credits (ECs)	Grading
PM1 – Investigate your market	10 (group: 6/individual: 4)	0,1 – 10 (5.5 = pass)
PM2 – Marketing Analysis	5	0,1 – 10 (5.5 = pass)
PM3 – Business Research I	5	0,1 – 10 (5.5 = pass)
PM4 – Organisation and People I	2	0,1 – 10 (5.5 = pass)
PM5 – Effective Communication Skills I	3	0,1 – 10 (5.5 = pass)
PM6 – Additional Language I	3	0,1 – 10 (5.5 = pass)
PM7 – Personal and Professional Development I	2	BEH (pass) / NB(fail)

Binding Study Advice

Each semester consists of 60 ECs. In the *Propaedeutic Phase*, students need to obtain at least **52** of these 60 ECs to be allowed to continue with their studies. To obtain credits, a module must be marked a **5.5** or higher. At the end of semester 2, students receive a *Binding Study Advice*, which is based on the number of credits achieved.

Further information is available in the official 2020-2021 *Teaching and Examination Regulations* under this link [TER](#)

Annual Calendar

For an overview of the academic calendar i. g. lesson weeks, exam weeks, holidays, and other important calendar items check the [annual calendar](#).

Testing Overview

Module	Testing Form (s)	Weighing %
PM1	Group assessments: <ul style="list-style-type: none"> • Portfolio • Presentation • Visualization Individual assessment: <ul style="list-style-type: none"> • Oral assessment 	30% 20% 10% 40%
PM2	Written assessment	100%
PM3	Written assessment	100%
PM4	Written assessment	100%
PM5	Portfolio <ul style="list-style-type: none"> • Pitch to client • Presentation Tool • Peer/Self Reflection 	100%
PM6 / Dutch	<ul style="list-style-type: none"> • Written assessment • Oral assessment 	30 % 70%
PM6 / Spanish	Oral assessment	100%
PM6 / German	<ul style="list-style-type: none"> • Written assessment • Oral assessment 	30 % 70%
PM7	Portfolio	100%

2 Quick guide to Semester Modules

PM1 Investigate your Market

Progress ¹ Code	PM1IE20F ²
Module Type	Project
Course Coordinator	Silke Röttger (ROTS01)
Project Coaches	IB1AF/BF: Nicole Heslen (HESN01) / Arjan de Bont (BONA01) IB1CF/DF: Silke Röttger (ROTS01) / Rob de Jong (JONR13) Janske Hermens (HERJ06) (Ethics)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Thinking 1 (WT1)	Critical Thinking	Use the process of thoughtful evaluation to deliberately formulate a reasonable conclusion.	<ul style="list-style-type: none"> • Student understands and is able to critically explain the decisions made during their investigation process. • Student demonstrates processes of their project investigations in a critical and thoughtful manner. • Student is able to critically present the decisions made during their investigation process.
Ways of Thinking 2 (WT2)	Innovation & Creativity	Creates innovative ideas in a changing business environment in a systematic fashion.	Student formulates innovative & creative ideas.
Ways of Thinking 3 (WT3)	International Business Awareness	Analyse patterns in global macro-economic factors and policies that drive international trade and business development.	<ul style="list-style-type: none"> • Student describes and understands their chosen industry, subindustry and company. • Student presents their chosen industry, subindustry and company.
Ways of Working 6 (WW6)	Collaboration	Collaborate effectively with different kinds of stakeholders in a different cultural organisational and political landscape to contribute to achieving agreed goals.	Student understands to collaborate in a diverse team and how to use and justify management tools to collaborate in a team.
Ways of Working 7 (WW7)	Management of Information as Digital Citizen	Produce management information from various data sources in an international business environment.	<ul style="list-style-type: none"> • Student demonstrates, understands and selects appropriate sources. • Student selects the appropriate sources for the presentation and are able to present relevant data.

¹ Progress is the system that keeps track of a student's results. Students can view their results at any time.

² Results are processed by means of a specific code. In this code, **PM** stands for *Propaedeutic Phase Module*, **1** for *1st module*, **IE** for *IB English*, and **20F** (= 2020 February instream) for the *cohort* to which a student belongs.

Domain	Domain Category	PLO's	MLO's
Living in the World 9 (LW9)	Personal and Professional Development	Respond appropriately to an unfamiliar, or unexpectedly changing, business environment	Student is open to investigate a new market environment in an unfamiliar team setting.
Living in the World 10 (LW10)	Ethical & Social Responsibility	Formulate one's own position concerning ethical and social responsibility in a professional environment.	Student is aware of the importance of ethics in business.
Tools for working & Management 15 (TWM15)	Marketing & Sales	Develop a well-founded marketing plan to support the creation of value for international customers.	In a team, student decides on market characteristics relevant for a company's future planning.
Tools for working & Management 17 (TWM17)	Marketing & Sales	Incorporate developments of the digital landscape in a marketing strategy.	In a team, student includes relevant (developments in) digital technologies as part of his market screening.
Tools for working & Management 23 (TWM23)	Organisation & People	Assess the impact of change on the organisation.	Student presents the possible impact of the macro and micro environment analysis and current trends on the organisation.
Tools for working & Management 24 (TWM24)	Business Research	Analyse a complex business problem in an international business setting with use of adequate research design resulting in an evidence based feasible solution.	Student understands and is able to explain the choices made in the research and its added value.

This is the knowledge /skill you will acquire:

As part of a project group you will learn how to identify, describe and analyse a specific market and industry as well as building an understanding of how the dynamics of the market and industry impact companies who are active in that particular market and industry. Next, you will learn on strategic decision making processes throughout the analysis of the micro- and macro-environment of an organization. In the project you will conduct first secondary and second primary research.

Focus topics of the project:

How to learn in a project-based learning environment, project management, economics, micro- and macro-environment analysis, business research, critical thinking, managerial decision making, conflict management, intercultural awareness, moral decision making, team work and personal reflection.

This is what you will deliver:

At regular intervals during the semester you and your team are required to deliver mandatory updates and presentations on your project development to your project coaches. This allows you to check progress with your coaches and receive feedback. At the end of the semester you will be evaluated on the basis of four deliverables which are the basis for assessment:

Project Management Portfolio (30%) containing at least the project plan, weekly updates on project development, milestones and key decisions, received feedback, personal and team learning goals and outcomes and evaluation of the team's process, personal reflection reports per student on any feedback received throughout the project. This is a group grade.

Presentation (20%) entails your investigations and analysis as well as your justified research approach. This presentation with a following question round also focuses on your data analysis, your managerial decisions and the respective sources you used. This is a group grade.

Visualization on Ethics (10%) in which your project team presents your defined moral dilemma under the consideration of input you received in PM2, 4 and 5. This is a group grade.

Oral Defence (40%) Your individual development regarding knowledge, skills and way of critical thinking are examined in an oral assessment. A minimum of two coaches will question each student on topics related to the team's project workings, the executed research, the knowledge obtained and the skills developed. This is an individual grade.

This is how to do it:

The project *Investigate your market* challenges you to learn by doing. It encourages collective and individual learning. The subject matter for the project is supported by the modules PM2, PM3, PM4 and PM5. During your project you are expected to make mistakes so you can learn from them. This helps you to develop and strengthen a positive attitude toward learning, which will be questioned during the oral assessment and during individual talks and personal reflections within PM7 (Personal Professional Development).

The different project deliverables are the result of working together as a team for a period of time. The project entails 10 ECs which means that you are expected to put in 280 study-hours reading, preparing, meeting, researching, discussing, presenting, assessing, visualizing and finally conceptualizing your research in the project based learning environment. Part of this time is spent during so called project blocks, which are scheduled periods of time for group project work under coach supervision.

You have three project blocks scheduled each week in which you work in your team. The project program tasks and research questions per week are guiding you through the whole project. The project program tasks and research questions should be carried out as per schedule, i.e. mainly by the end of the last project block in each week. It is the teams' responsibility to organize and structure these tasks on a weekly basis. You are highly recommended to attend all project blocks working together as a team, preparing for each project block, and participating actively in the project.

PM2 Marketing Analysis

Progress Code	PM2IE20F
Module Type	Lectures and Tutorials
Course Coordinator	Devrim Eskiyeerli (ESKD01)
Lecturers	Devrim Eskiyeerli (ESKD01) Martina Possberg (POSM02) Victor Ogunsola (OGUV01)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Thinking 3 (WT3)	International Business Awareness	Analyse patterns in global macroeconomic factors and policies that drive international trade and business development.	The student is able to factor in the impacts of micro and macro-economic elements in the managerial decision making.
Tools for working & Management 15 (TWM15)	Marketing & Sales	Develop a well-founded marketing plan to support the creation of value for international customers.	<ul style="list-style-type: none"> • Students understand how to create customer value and engagement through branding, relationships, services and pricing. • Students understand the basic elements of marketing plan and global marketing strategy.
Tools for working & Management 16 (TWM16)	Marketing & Sales	Use appropriate sales techniques in support of durable customer relationships.	Students understand the importance of durable customer relationships.
Tools for working & Management 17 (TWM17)	Marketing & Sales	Incorporate developments of the digital landscape in a marketing strategy.	Students are able to explain the terminology of digital marketing.

This is the knowledge/skill you will acquire:

This series of lectures introduces main economic concepts towards managerial decision making and marketing management. The strategic decision making process is supported by an analysis of the organization's internal self-analysis and its external environment. This course will require development of critical thinking skills, creativity, and new ways of thinking with regard to the challenges faced by a business. This course also provides a foundation for the students for the first semester study program and at the same time gives an insight in this field of business. By learning both theory and practice the student obtains a good understanding of the field of managerial decision making and marketing strategy.

This is what you will deliver:

Students are assessed through a written multiple choice exam during the examination weeks. Students will prepare and present a case study each week assigned by the lecturer.

This is how to do it:

Preparation for class, participation in class discussions and attendance at class are strongly encouraged.

The content of the module will be offered in weekly lectures plus a weekly tutorial as displayed in the online weekly schedule. Lectures will be supported by self-study. Topics include the understanding of

the basics of micro- and macroeconomics and strategy development in the marketing environment. At the end of the lecture, a case will be assigned to each group to be presented in the tutorial hour. More information will be provided in the lecture on the presentation of the cases.

PM3 Business Research I

Progress Code	PM3IE20F
Module Type	Lectures and Tutorials
Course Coordinator	Jean Louis Steevensz (STEJ5)
Lecturers	Jean Louis Steevensz (STEJ15) René van Dal (DALR03)

Your PM1 project provides an excellent opportunity to solve a real problem for a real corporate client. Typically, such a project requires research activities that converge into a well-founded, practically relevant advice for management.

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Tools for working & Management 24 (TWM24)	Business Research	Analyse a complex business problem in an international business setting with use of an adequate research design, resulting in an evidence based feasible solution.	Students draw conclusions and give operational recommendations to a client on the basis of earlier analyses. Students make a plan of approach for a simple qualitative or quantitative research assignment, which establishes what information is necessary for carrying out, for example an internal or external analysis. Students formulate at least one problem question based on a given problem or situation.

This is the knowledge/skill you will acquire:

This lecture series introduces students to business research. At the end of the module, students will have a basic understanding of what business research is and how research is applied in business at an introductory level. Focus is on how research can potentially help solve business challenges. We consider business research to be a key skill which is needed in every facet of business life in the 21st century. These skills enable students to make sense of the vast amount of data available and to arrive at sensible recommendations for business challenges. Training critical thinking in using information helps prepare more objective and higher quality business decisions. The module explains how to go from a general business challenge to defining a research question. It explains basic methodologies, namely the distinction between primary and secondary research, and different types of primary research. It also will contain some first insights in the processing of data, descriptive statistics, drawing conclusions and making recommendations. This module will support the student in conducting research in the PM1 project *Investigate your market* which runs parallel. The knowledge you acquire in the PM3 lectures and tutorials will enable you to carry out the required research. The module is delivered as a weekly lecture and weekly tutorial as per the official schedule. Self-study by means of literature and case studies, role plays, flipping the class room are part of the learning material. Whenever possible the project *Investigate your market* (PM1) will be used as a practical example of application. Workshops will also be offered on selected topics such as developing a questionnaire, interviewing skills, introduction to Excel.

This module is part of the research learning line. You will need the basics of this course throughout your entire study.

This is what you will deliver:

Students will be assessed through a written exam during the examination weeks.

This is how to do it:

This subject introduces you to the language used in business as well as a large number of terms and definitions. Therefore, it is highly recommended to attend class, prepare for class, and participate actively in class.

PM4 Organisation and People I

Progress Code	PM4IE20F
Module Type	Lectures
Course Coordinator	Chantal Teeuwen (TEEC01)
Lecturers	Chantal Teeuwen (TEEC01) Alex Ioan (IOAA02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Tools for working & Management 22 (TWM22)	Organisation & People	Draft the strategic cycle of part(s) of the organization (process and content).	<ul style="list-style-type: none"> Students can describe the strategic cycle and the basic steps in a change process. Students can describe the strategy of a company in terms of existing models.
Tools for working & Management 23 (TWM23)	Organisation & People	Assess the impact of change on the organisation.	<ul style="list-style-type: none"> Students can describe the basic steps in a change process. Students understand basic concepts on change management.

This is the knowledge/skill you will acquire:

As future business leaders and line managers, students will be involved in strategy determination and people management. Therefore, students need to acquire basic knowledge of strategy, organization and Human Resources Management (HR). As a supporting module to the 1st and 2nd semester project, PM4 Organizations and People will provide students with the required theoretical and practical knowledge on these themes.

During the 1st semester the module focusses on strategy and organization. The focus of the 2nd semester will be on Human Resources Management.

The module is focused on achieving two Module Learning Outcomes (MLO). As supporting module, this course will provide the necessary knowledge/skills students need for this semester's project PM1. At the end of the module:

- Students can describe the strategic cycle and the basic steps in a change process.
- Students can describe the strategy of a company in terms of existing models.

This is what you will deliver:

This is a supporting module. The knowledge you gain will support in reaching the learning goals of the 1st and 2nd semester project. PM4 will be tested by means of a written exam.

This is how to do it:

The content of the module will be offered in a weekly lecture as displayed in the online weekly schedule. In addition to attending contact hours, students are required to read the necessary theories and do assignments. Therefore, it is highly recommended to attend lectures, prepare for class, and participate actively in class.

PM5 Effective Communication Skills I

Progress Code	PM5IE20F
Module Type	Tutorials
Course Coordinator	Caroline Jacobs (JACC02)
Lecturers	IB1AF: Caroline Jacobs (JACC02) IB1BF: Paloma Rico (RICP02) IB1CF: Jeroen Werner (WERJ02) IB1DF: Jeroen Werner (WERJ02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 4 (WW4)	International Business Communication	Communicate (business) messages effectively persuasively using advanced English to an (un)informed audience.	Student can present a (business) topic in a structured and convincing manner.
Living in the world 13 (LW13)	Intercultural Proficiency	Use appropriate verbal and non-verbal communication in an intercultural setting	Student can identify and make use of various communication channels to reach an (intercultural) audience.

This is the knowledge /skill you will acquire:

Effective Communication I focusses fully on the communication skills which you need to communicate effectively during the project PM1 Investigate your market.

In your PM1 Project, you will be working in an intercultural and international team. This requires cultural awareness skills. The focus in PM5 will be on recognising and applying cultural awareness in your communication style. During this interactive “hands-on” course, you will receive input, practice and feedback on meeting skills and presentation skills. Finally, you will learn to develop visualisation tools to support your meetings and presentations.

The communication tools which you will be working on in PM5, are not only crucial during the process of the project, but will also support and prepare you for your final PM1 and PM5 assessment and any future oral assessment you need to deliver.

This is what you will deliver:

Students will deliver an individual PM5 Assessment Portfolio, which contains the following products:

1. Pitch to client: 3-5 minute video
2. Power Point Presentation or Prezi which supports your pitch
3. Peer feedback & reflection.

This is how to do it:

The module is delivered as a weekly 90 minute tutorial/training. Students are highly recommended to attend class, prepare for class, and participate actively in class. The lectures are highly interactive. Students share their intercultural views, practice communication skills, give feedback to each other, learn from one another and become confident intercultural communicators.

PM6 Additional Language / Dutch I

Progress Code	PM6IE20F-D
Module Type	Tutorials
Course Coordinator Dutch for German students	Marianne Pütz (PUTM01)
Course Coordinator Dutch for international students	Janske Hermens (HERJ06)
Lecturers Dutch for German students	Marianne Pütz (PUTM01)
Lecturers Dutch for international students	Janske Hermens (HERJ06)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	In an additional language, student can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

This is the knowledge/skill you will acquire:

German students (German speaking students):

At the end of the **FIRST** semester you will be able to reach **level A1** in Dutch, as defined by the *Common European Framework of Languages (CEFR)*, emphasizing *speaking* and *listening* skills. Please see table below.

International students (Students who have a native language other than German):

At the end of the **SECOND** semester you will be able to reach **level A1** in Dutch, as defined by the *Common European Framework of Languages (CEFR)*, emphasizing *speaking* and *listening* skills. Please see table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Students can recognize familiar words and very basic phrases concerning themselves, their family and immediate and concrete surroundings when people speak slowly and clearly.	Students can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Students can interact in a simple way, provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what they are trying to say. Students can ask and answer simple questions in areas of immediate need or on very familiar topics.	Students can use simple phrases and sentences to describe where they live and people they know.	Students can write a short, simple postcard, for example sending holiday greetings. Student can fill in forms with personal details, for example entering name, nationality and address on a hotel registration form.

This is what you will deliver:

This module will be assessed through

- an in class or online written exam halfway the semester (30%),
- an oral exam at the end of the semester; this oral exam will have a duration of 20 minutes and will be done individually or in pairs (70%). When in pairs, every student will be assessed individually. The oral exam will take place during examination weeks.

This is how to do it:

You will always attend classes.

You will be prepared, do your homework.

You will spend at least 3 hours (180 minutes) per week on studying for this module.

PM6 Additional Language / Spanish I

Progress Code	PM6IE20F-S
Module Type	Tutorials
Course Coordinator	Paloma Rico (RICP02)
Lecturers	Paloma Rico (RICP02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	In an additional language, student can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

This is the knowledge /skill you will acquire:

In this language course you learn how to communicate in Spanish in a business environment. At the end of the first semester you will reach **level A1** in Spanish, as defined by the *Common European Framework of Languages* (CEFR), emphasizing *speaking* and *listening* skills. Please see table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		UNDERSTANDING		UNDERSTANDING
Listening	Reading	Spoken interaction	Spoken production	Writing
Student can recognize familiar words and very basic phrases concerning himself/her family and immediate and concrete surroundings when people speak slowly and clearly.	Student can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Student can interact in a simple way, provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what he/she's trying to say. Student can ask and answer simple questions in areas of immediate need or on very familiar topics.	Student can use simple phrases and sentences to describe where he/she lives and people he/she knows.	Student can write a short, simple postcard, for example sending holiday greetings. Student can fill in forms with personal details, for example entering name, nationality and address on a hotel registration form.

This is what you will deliver:

This module will be tested in an oral exam of 20 minutes (exam: 15 minutes + verbal feedback: 5 minutes), which will be done in pairs. However, every student will be assessed individually. The oral exam will take place during the regular examination weeks.

This is how to do it:

Spanish is the second most widely spoken language in the world and it is the official language in 21 countries. Learning a world language like Spanish is an added value to your development and curriculum and it is very useful when you decide to do your internship or minor in a Spanish speaking country.

This is a Spanish language training for beginners, which means that no prior knowledge is required. The module enables you to communicate and interact in a business context and it will be delivered in interactive sessions with a main focus on listening and speaking. Grammar and vocabulary are taught within task based contexts. Cultural aspects of Spain and Latin America will be shared with you as well.

Some examples of topics in this course: exchanging personal information, talking about family, having a business diner, etc.

The course will be delivered in interactive sessions of 1,5 hours a week and you are expected to spend at least three hours per week on self-study. You are highly recommended to attend class, prepare for class, and participate actively in class, as the pace of the sessions is high.

PM6 Additional Language / German I

Progress Code	PM6IE20F-G
Module Type	Tutorials
Course Coordinator	David Harder (HARD02)
Lecturers	David Harder (HARD02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of Working 5 (WW5)	International Business Communication	Students can use one or two additional languages to facilitate international business.	In an additional language, student can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

This is the knowledge /skill you will acquire:

At the end of the **FIRST** semester you will be able to reach **level A1** in German, as defined by the *Common European Framework of Languages* (CEFR), emphasizing *speaking* and *listening* skills. Please see table below.

Level A1 Common European Framework of Languages				
UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	Writing
Students can recognize familiar words and very basic phrases concerning themselves, their family and immediate and concrete surroundings when people speak slowly and clearly.	Students can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	Students can interact in a simple way, provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help formulate what they are trying to say. Students can ask and answer simple questions in areas of immediate need or on very familiar topics.	Students can use simple phrases and sentences to describe where they live and people they know.	Students can write a short, simple postcard, for example sending holiday greetings. Student can fill in forms with personal details, for example entering name, nationality and address on a hotel registration form.

This is what you will deliver:

This module will be assessed through

- an in class or online written exam halfway the semester (30%),
- an oral exam at the end of the semester; this oral exam will have a duration of 20 minutes and will be done individually or in pairs (70%). When in pairs, every student will be assessed individually. The oral exam will take place during examination weeks.

This is how to do it:

You will always attend classes.

You will be prepared, do your homework.

You will spend at least 3 hours (180 minutes) per week on studying for this module.

PM7 Personal & Professional Development I

Progress Code	PM7IE20F
Module Type	Personal Coaching, Tutorials and Workshops
Course Coordinators	Madeleine Goedhart (GOEM05) Khalid Raihan (RAIK01)
Coaches	IB1AF: Linda Huskes (HUSL01) IB1BF: Victor Ogunsola (OGUV01) IB1CF: Rob de Jong (JONR..) IN1DF: Peter Hatzfeld (HATP02)

Program and Module Learning Outcomes (PLO's and MLO's)

Domain	Domain Category	PLO's	MLO's
Ways of working 6 (WW6)	Collaboration	Collaborate effectively with different kinds of stakeholders in different cultural, organizational and political landscapes to contribute to achieving agreed goals.	Student works with group members in the main project of the semester.
Living in the world 8 (LW8)	Personal and Professional Development	Express reflections on his personal development with the aim of personal growth.	Student formulates personal development aims and experiments with various instruments for personal development.
Living in the world 9 (LW9)	Personal and Professional Development	Respond appropriately to an unfamiliar, or unexpectedly changing, business environment.	Student experiences an unfamiliar project environment.
Living in the World 10 (LW10)	Ethical & Social Responsibility	Formulate ones' own position concerning ethical and social responsibility in a professional environment.	Student starts taking social responsibility.
Living in the world 11 (LW11)	Intercultural Proficiency	Mitigate the pitfalls of cultural differences in business and social contexts	Student experiences working in a diverse group, in the main project of the semester.
Living in the world 12 (LW12)	Intercultural Proficiency	Display willingness to work with people from other cultures and to work in countries with different cultural backgrounds.	Student experiences working in a diverse group, in the main project of the semester.
Living in the world 13 (LW13)	Intercultural Proficiency	Use appropriate verbal and non-verbal communication in an intercultural setting	Student experiences working in a diverse group, in the main project of the semester.
Living in the world 14 (LW14)	Intercultural Proficiency	Assess the effect of cultural differences upon organisational behaviour and strategic choices.	Student experiences working in a diverse group, in the main project of the semester.

This is the knowledge /skill you will acquire:

Welcome to the module *Personal and Professional Development I*, also known as *the Journey!*

Within this module you are guided to actively work on improving key personal and professional competencies. Self-assessment, reflection and training, both in the study program and outside of university, form an important basis for this module.

Here is the nice part: you decide in which ways you will develop, within a certain bandwidth... and here is the challenging part (for some of you): YOU are responsible for your own development!

You keep track of your own progress, achievements and developments and you will be stimulated to

create a *digital showcase portfolio*, which can be used as a *personal branding* tool.

This is what you will deliver:

You create a *Journey portfolio* that you will keep on developing throughout the entire IB-study program, reflecting continuously on your personal and professional development. As mentioned in the previous section, you have a lot of influence on what you will deliver in this module. Main indicator is that it should help you in your self-development. We are partly going to assess the effort you put into this development, not just (the quality of) the output. Although there is a lot of freedom, there are still some milestones for the PM7 Journey portfolio at the end of semester 1:

Personal Development:

- You will write a personal introduction as a starting point of your journey by answering the question: Who am I?
- You will describe your *big dream* and you will formulate (and later reflect on) your long term goals and short term goals for semester 1.
- You will reflect on unfamiliar contexts: how working within the project is different from your education so far and you will write a reflection about the impact of Covid-19.
- You will invest at least 10 hours in *giving back to society* and you write a reflection afterwards.
- The invested time in your personal development (books, documentaries, etc.) and giving back to society needs to be registered in an Excel file that we created for you: *Investment Personal Development*. You need to collect *evidence* for the invested time, which you can share with peers and/or coach.

Professional Development:

- You will reflect on collaboration within the PM1-project, include peer feedback and you write a reaction to this feedback. You formulate learning goals for semester 2 within the context of collaboration. Please consult the Student Manual PM7 for more detailed information about predefined Module Learning Outcomes.
- You register your grades in the *Overview of modules and results* Excel file, so that you keep track of your study progress
- You will have at least two individual talks with your coach, in which you discuss your self-development as well as your study progress;
- There are no big, unsolved negative signals about you.

So, there is some structure / guidance in what you will deliver. But if you read carefully, you will notice that a significant part of the content is not defined, which allows you to focus on your own needs.

This is how to do it:

To a large extent YOU decide and YOU are responsible. Of course, your coach will guide you and will be there for you. But right from the start, we will put you in control. We will be facilitating you by having some information available and helping you find your own answers. Group sessions in various sizes and various compositions and individual talks will be a structural part of this module. In most cases, the reserved time in your schedule (PM7) will be used for this, but it could also be necessary to meet at different moments.