

Information brochure  
Fontys University  
of Applied Science  
School of Business and  
Communication

INTELLIGENCE WITH  
AMBITION IS A BIRD  
WITHOUT WINGS

# INTERNATIONAL BUSINESS CONSULTANCY





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# WELCOME

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Dear partners and students

As staff of the School of Business and Communication we like to welcome you to our University. Fontys University of Applied Science offers a specialization in International Business Consulting within its school of Business and Communication. The International Business Consultancy (IBC) program is a full-semester program, fully taught in the English language. The program facilitates in training students from all over the world in becoming business consultants. This leads to a global mix of participants in which Dutch and foreign students collaborate over a variety of assignments and courses. The program is, due to its wide range of law, business and economics courses, suitable for students from different disciplines who want to have a career as a consultant in a company or in a consultancy firm.

The mixture of international students and the experienced and involved lecturers, result into a small-scale community with mutual interest in business consulting. The combined focus on content and future-proof business skills, lets students really experience business. This results in a high quality business program in which students not only learn to practise business, but also understand how to create chances and achieve the unexpected.

We hope to see you soon, at Fontys in Eindhoven!



**M.J.J.B.A. Swachten LL.M.**

*Program Manager*

*International Business Consultancy*







**“WITHIN IBC THERE IS A VERY GOOD MIX OF CULTURES FROM DIFFERENT CONTINENTS OF THE WORLD. BEST THING IS, THAT THERE IS SO MUCH DIVERSITY IN EVERY GROUPS OF FRIENDS.”**

—— *Jurre Hendrikx*

**Q:** *How would you describe Fontys as a university?*

**A:** A campus which offers all the things you need to spend good days with all your international friends. The floor of IBC is a great place for students to meet others, socialise, drink coffee or work on assignments related to the courses.

**“GET ON THE BIKE AND DON’T THINK TWICE! THE IBC TIME IS GOING TO BE THE BEST OF YOUR LIFE!”**

—— *Carol Adler*

**Q:** *Were there any real surprises during the program? If so, what did surprise you?*

**A:** Yes!!! I did not imagine how united the students and teachers would be. Definitely, the real surprise during the program was the farewell trip provided for all the students and some of the teachers in the end of the semester. We all went to Cologne and had a great time with all the good friends that we made in the IBC program. It was an incredible way to finish this experience.



**“THE WAY STUDENTS INTERACT IN CLASS IS TOTALLY DIFFERENT IN COMPARISON TO MY HOME COUNTRY. HERE, STUDENTS CAN SHARE THEIR OPINIONS OR IDEAS IN CLASS. FONTYS FEELS LIKE A COMFORT PLACE TO SHARE IDEAS AND LEARN.”**

—— *Nattakitt Silpvilailert*

**Q:** *How is the international community of exchange students in Eindhoven?*

**A:** I made lot of new friends since I’ve arrived here. The international community in Eindhoven is amazing. You can see a lot of different cultures and languages. Besides, all students here (both the Dutch and the internationals) are kind. I feel more relaxed to speak English here because nobody will judge you. Yesterday me and my friends were invited to have dinner with others exchange student. We found a Japanese restaurant: the taste reminded me of my home country.

**Fontys School of Business and Communication is part of Fontys University of Applied Sciences. Fontys University of Applied Sciences has about 45,000 students, about 15,000 of those students study at the campus in Eindhoven. The campus is located near the city center of Eindhoven. The campus houses several faculties: Business & Communication, ICT and Healthcare, which all offer 4-year bachelor degree**

## **FONTYS SCHOOL OF BUSINESS AND COMMUNICATION**

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Within the faculty of Business and Economics, the school of Business and Communication offers ten (mainly Dutch) bachelor programs with a focus on communication, financial management, marketing management or business.

## **BUSINESS MANAGEMENT**

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The International Business Consultancy program is part of the Bachelor degree in Business Management. The educational staff however is a mixture of lecturers with experience in the daily business of consulting, related to the various Bachelor degrees of the faculty.

## **BELCO ALLIANCE**

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The BELCO Alliance is a collaboration of five European higher education institutions: BBA INSEEC Ecole de Commerce Europeenne (France), Cologne Business School (Germany), Fontys University of Applied Sciences (the Netherlands) LAB University of Applied Sciences (Finland) and University College Lillebaelt (Denmark). The purpose of the alliance is to strengthen mobility between the partners both concerning students, lecturers and staff. Furthermore, the alliance builds on a strong academic relationship through e.g. double degrees and joint development of modules, projects and research.

All in all, the alliance aims at creating structured and qualitative actions to increase internationalisation between the five institutions and the related worldwide network of partner institutions.

For more information you can visit our website:  
[www.belco-alliance.com](http://www.belco-alliance.com)

## **MISSION**

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The BELCO Alliance believes that in our fast changing world the path to employability and success in personal leadership is to continuously stimulate our curiosity to develop global competences and cultural understanding through strong, sustainable international networks.







**As a future business consultant you will learn to look into an organization from different perspectives. You will study the internal processes and observe the changes in both the internal and external environment. This will enable you to give advice on how to improve organisations as to make them sustainable, futureproof and of value.**

Our didactical approach is a combination of theory and practice. Students work on their assignments in small groups. Knowledge and skills will develop your leadership skills. This requires a high sense of responsibility, a high level of analytical thinking and leadership qualities.

As already mentioned, Fontys is a leading European University of Applied Sciences offering higher education from undergraduate to graduate level, offering top quality programs which are officially accredited and our degrees are recognized all over the world for a career as consultant in an international business environment.

Our aim is to develop your professional and social competences in every way and to lay a foundation for a successful professional career.

# INTERNATIONAL BUSINESS CONSULTANCY PROGRAM



Therefore, we offer you an international learning atmosphere and in an environment with close contacts with the business sector. At the same time, we orientate ourselves to the profile specifications of an international active consultant.

‘Learning to take action’ not only includes knowledge of economics but also social commitment, the courage to voice critical opinions and respect for other cultures. Students use their acquired analytical competences to handle all personal, operational and social duties and responsibilities creatively and independently. They are also enabled to solve problems effectively to

reach their personal aims. IBC Eindhoven will give you every opportunity to gain international experience during your studies, since you will be part of an international student community.

*“Our aim is to develop your professional and social competences in every way and to lay a foundation for a successful professional career.”*

# PROGRAM

Fontys international business consultancy The IBC program starts in Fall and Spring semester. Every semester you can choose from the courses below. You can decide which subjects you want to study. One semester is max. 30 ECTS.

Strategic Design	Global Business Strategy	4 ECTS
	Global Marketing	4 ECTS
	Finance	4 ECTS
	Operations Management	4 ECTS
	Value Proposition Canvas	4 ECTS

Organisations & Behaviour	Organizational Behavior	4 ECTS
	Business Ethics	4 ECTS
	Human Resource Management	4 ECTS
	Leadership	4 ECTS

International Business	International Trade	4 ECTS
	International Economics	4 ECTS
	Management Information Systems	4 ECTS
	International Business Law	4 ECTS

Applied Case Study	Business Case Study	4 ECTS
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Business Skills and Languages	Public Speaking	2 ECTS
	Creative Skills	2 ECTS
	Multimedia Skills	2 ECTS
	Data Skills	2 ECTS
	Dutch Language and Culture	2 ECTS
	Business English	2 ECTS
	Spanish Language	2 ECTS
	Chinese Culture	2 ECTS
	Chinese Language	2 ECTS





# HOW TO APPLY

If you are interested in studying a semester or a year at our campus, start by contacting the International Office at your home university. They can tell you whether a student exchange agreement exists between your university and Fontys, and what the nature and conditions of the agreement are.

Your International Office staff may also be able to offer you some additional information about Fontys and this institute.

## **STUDENTS FROM PARTNER UNIVERSITIES**

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Once we have received a nomination for you from your International Office we will send you an application link.

If you have questions regarding application, please send an email to [ibc@fontys.nl](mailto:ibc@fontys.nl)



# EINDHOVEN

*"Eindhoven is bursting with energy. And we are glad to share it with you."*

Eindhoven is a municipality and a city located in the province of North Brabant in the south of the Netherlands. It has a surface of 88,84 km<sup>2</sup>. The city has a population of above 225.000, making it the fifth-largest municipality of the Netherlands and the largest of North Brabant. The name Eindhoven derives from the contraction of the regional words 'eind' (meaning last or end) and 'hove' (or 'hoeve'; a section of some hectares of land).

When you google innovation, it is no coincidence that the first images you will find are light bulbs. 125 years ago, Philips brought light to the City of Eindhoven. The company transformed the city into a vibrant industrial success story. Nowadays Eindhoven is a city of

opportunity, encouraging possibilities. Of brainpower, work ethic, of fun. There is a constant flow of new developments in the fields of creativity, innovation, technology, design and knowledge. Eindhoven is bursting with energy. And we are glad to share it with you.





## BRAINPORT EINDHOVEN REGION

Brainport Eindhoven Region, according to the Intelligent Community Forum (ICF) the world's smartest region in 2011, is a top technology breeding ground for innovation and home to worldclass businesses, knowledge institutes and research institutions. Together they design and manufacture the technology of the future to ensure a safe, green and caring society and sustainable economic development of the Netherlands.

## ATTRACTIVE BUSINESS ACCOMODATION

Brainport is a logical business location for technically oriented companies, from large internationals to small suppliers.

Favourable factors are the presence of related companies and the proximity to key markets. The concentration of top technology and knowledge industry is especially growing in the sectors High Tech Systems & Materials, Food, Automotive, Lifetec and Design.

## START-UPS

Brainport is definitely also attractive for 'startups'. There is every chance in Brainport that a good idea develops into an innovative product that finds its way to the (world) market. This is because the region provides the necessary cohesion and the willingness to cooperate. Brainport is an innovation ecosystem in which the entire value chain is represented. Top scientists, designers, producers, and marketers complement each other.

## SERVICES CLOSE AT HAND

Moreover, many essential services are close at hand, including patent bureaus and finance opportunities such as venture capital and banks experienced in financing technology. Campuses and business incubators have state of the art research facilities that companies can share. Think of laboratories, clean rooms, and equipment. Examples of leading 'open innovation accelerators' are High Tech Campus Eindhoven and High Tech Automotive Campus in Helmond.

There is much more to know about Brainport Eindhoven Region, please visit the website: [www.brainport.nl](http://www.brainport.nl)

## Contact

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For more information please check our website [www.fontys.edu/ibc](http://www.fontys.edu/ibc)

