



**Welcome to
International
Business**



Information sessions

International Business

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Study Programme
Manager



Assistant Study
Programme Manager



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What is International Business at Fontys Venlo about

IB = International learning environment

- Instruction in English
- International classroom
- International team of lecturers
 - 48 lecturers, 18 nationalities
- International projects & content
- International experience
 - Minor study abroad
 - Internships abroad



International Business



- The perfect start towards a management position in international business.
- We support you in becoming an all-round business expert with a specialization in international management

Where do our students work



PHILIPS



pwc

3M



Henkel

BMW Group



Lindt



Lufthansa

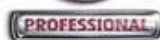
KPMG



BDF Beiersdorf



BOSCH



METRO GROUP
MADE TO TRADE.



RWE

Coca-Cola



LEOLUX



Sony Ericsson



Nestlé
Good Food, Good Life



zalando



e-on



GENERAL MILLS

TOYS R US



DAIMLER



vodafone



SIEMENS

ThyssenKrupp



L'ORÉAL

HUGO

BOSS

Unilever



Fontys

University of
Applied Sciences

THINK
BIGGER

Feedback from the business field

„We have been impressed by the students positive ‘can do’ attitude, along with their consistent ability to apply theoretical knowledge to real-life situations and practical business solutions. “

Frances W., Imperium Tourism Holdings, Sydney Australia



Success stories



Future job prospects

IB graduates – internationally oriented generalists
valued for their helicopter view

Possible work fields:

- Accounting
- Finance
- Controlling
- Logistics
- Public relations
- Marketing
- Sales
- Human resource management
- Consultancy
- Auditing
- Entrepreneurship
- General management



How do we do so? Project based learning

Learning by doing: At the core of every semester one main group project

Where:

- You solve real-world problems
- You will be guided by project coaches and lecturers to facilitate your learning with continued feedback
- You gain knowledge and you are able to apply it in a real business setting
- By working in an international team you will gather valuable experiences



Value Proposition Canvas



Play Your Experiment

Challenge
our
program!

Phrase your most critical business model hypothesis

Describe your experiment

Note your threshold and measurement

Record your results and learning.

CLAUDE SCHMIDT

Examples of IB core subjects

Marketing & Sales



Operations Management



Finance & Accounting



Organisation & People



| | | | | | | | |
|---|--|---|------------------------------------|----------------------------|----------------------------|---|--------------------------|
| Project: investigate your market | Project: Analyse your Company | Project: Develop your business | Project: Drive your business | Internship | Minor study (abroad) | Project: Strategic review of a company | Graduation assignment |
| Marketing Analysis | Accounting & Finance | SUF I | SUF II | Business Research II | | BR III | |
| Business Research I | Operations & supply chain | | | | | | |
| Organisations and people I | Organisations and people II | | | | | | |
| Effective communication I | Effective communication II | Business intelligence I | Business Intelligence II | | | Elective 1 | |
| Additional language I | Additional language II | Effective communication III | Effective communication IV | | | Elective 2 | |
| PPD | PPD | PPD | PPD | | | | PPD |

Projects

Feed in Module

Skills module

Personal &
Professional
development

Internship

Elective part



We offer choices, for you to shape your future

- Project role(s)
- Additional language
- Internship
- Study abroad (Minor)
- Electives year 4
- Graduation assignment



Over 125 partner universities all over the world



Even more possibilities for our students....



omnia

IB and beyond... the sky is not the limit

Bachelor of Business
Administration (BBA)

FIBS Alumni Network



Student profile – is this you?

- Independent
- Team player
- Commitment
- Likes challenges
- Entrepreneurial spirit
- Internationally oriented
- Affinity with languages
- Interested in different cultures



Application

It is important for us that you make the correct choice for a study programme that fits you.

- Therefore we offer all students a study advice
- This consists of:
 - Aptitude test
 - A talk with one of our lecturers

This results is a personal study advice

Application

- **Non-binding** pre-registration -> student service desk (next to the entrance hall)
- **Direct applications** -> www.studielink.nl are possible at the student service desk
- All other information on the required documents that need to be submitted for a successful enrolment are included in the **application package** that you will receive after registering at www.studielink.nl

Student for a day



www.fontysvenlo.nl/en

Meet and Greet IB program

Room W1 1.07



QUESTIONS?