MINOR INTERNATIONAL BUSINESS MANAGEMENT

SPRING 2021



Fontys

FIBS Exchange programme

Minor International Business Management

Welcome!

The hot seat from an international manager is yours in this exchange programme!

Society is changing at breakneck speed. Small as well as large enterprises in any sector of business are confronted with many challenges. Globalization brings many opportunities for all kind of companies. Investment in innovation is and remains a fixed item on the agendas of many companies. Concepts such as internet of things and big data are hot topics in business nowadays.

The world is changing so fast that your future job probably does not exist right now.

We prepare you for these new jobs. In International Business Management you will experience more than just an exchange programme. After completing IBM, you are able to differentiate yourself from your peers, and you will boost your career opportunities in the increasingly competitive labour market.

Would you like to be the qualified manager who is able to take the best possible decisions for your company in these turbulent times? In the minor International Business Management, you develop your knowledge, skills and attitude so you can excel in your field of expertise.

In this minor you experience globalization in real life: students from all over the world are represented in the minor programme. Moreover, students from various majors participate in IBM. Students value our international and interdisciplinary classroom setting. Highly trained and experienced lecturers guarantee our expertise and state of the art courses, where the latest developments will be discussed. Students valued the minor International Business Management extremely well in the previous years.

The Minor International Business Management has two key advantages for exchange students:

- You could create your own programme based on your specific wishes and needs.
- The minor is a one semester programme, new for every student involved. Therefore all the classes are new for every student. We made the minor suitable for students of different studies and levels. You will make new contacts soon and adapt easily to the Netherlands!

Good luck with your exchange semester☺

Any questions? Just contact us: fibs-minors@fontys.nl

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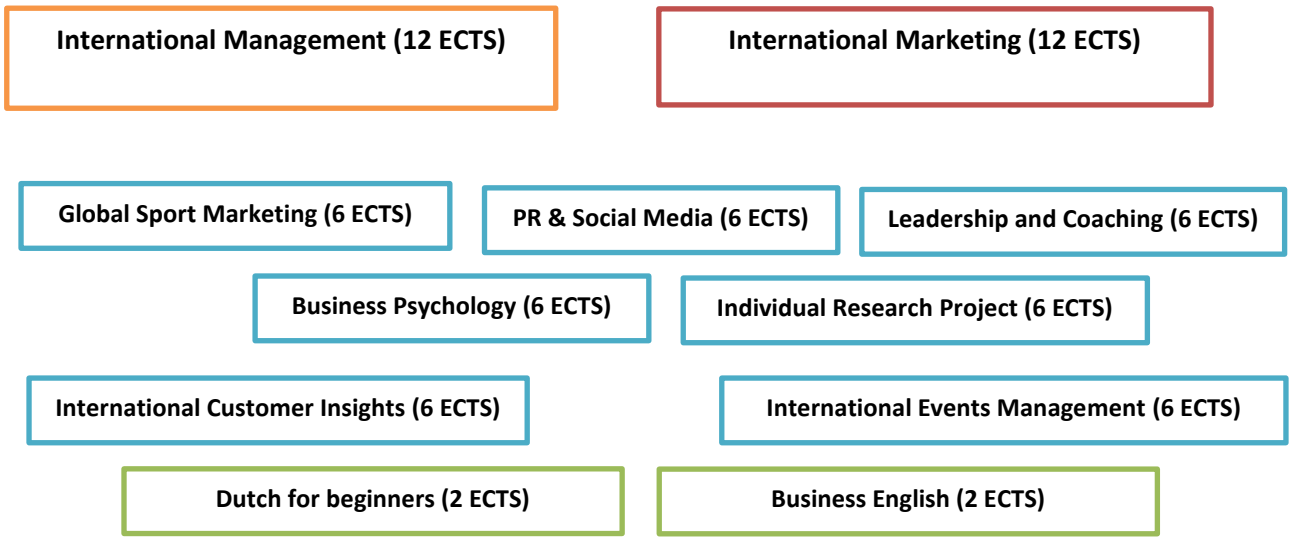
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Minor overview

The minor International Business Management prepares students for a world-class business career. We will invite our students to virtually enter multinational companies, and confront them with real life decisions CEO's and marketing managers face in daily life. The aim of this minor is to explore the newest ideas for turbulent times in a way that is interesting and valuable to students.

The minor International Business Management is truly international. Students from all over the world participate in this programme. Next to this the classroom setting is really interdisciplinary, various majors are represented. This creates an exciting and dynamic classroom setting.

You could create your own programme based on your specific wishes and needs. You are free to choose the courses you want, there are no limitations.



<u>Didactical approach</u>

- The entire study load for the minor IBM (30 ECTS) is 720 hours.
- Students do have 16 lecture hours every week.
    - International Management and International Marketing 6 hours a week
    - Other courses 2 hours a week
    - Four days a week class, one day off
- Various didactical approaches and testing methods will be used, depending on the course. Please read the course descriptions for more detail. In general:
    - Using a combination of established teaching, new ideas and real-life applications students will see how interesting and challenging modern business life can be;

    - The minor IBM will use the most up-to-date literature, relevant knowledge about all the relevant fields of interest will be gained;
    - Recent developments, cases and examples in today's business will be used by the lecturers; theory will be linked to daily life examples, interesting guest lecturers and exiting company visits;
- Analytical skills will be gained during the courses. Students will be challenged to take the hot seat from decision makers, and are asked to make decisions based on their own analysis;
- The minor is interactive, students will participate in classes, interact with their lecturers and colleague students, debate their case solutions and develop their knowledge, skills and attitude;
- Students have to pass all the separate learning arrangements in order to pass the minor IBM. Students who fail one learning arrangement get the opportunity to redo the examination from this learning arrangement.

Required background

- Level of English: equivalent to IELTS 6.0
- Foundation year should be rounded off

Professional work field

The work field context of this minor is International Business Management. Each student links his major context with the work field of International Business Management.

Within the study of the International Business Management minor, various professional job contexts and situations are considered. The work field comprises a variety of possible jobs. Relationship management, marketing research and planning, process management and improvement, international managerial accounting (decision making and control), supply chain management, international finance, human resource management, vision development, business development, ethical decision-making, and export and import businesses are a selection of possible work fields.

Some examples determine the work field in a more descriptive manner: European product marketer or product manager, product specialist, marketing coordinator, worldwide account coordinator, solution development manager, business alliance manager, brand manager, business development, regional sales manager, sales representative, international account manager and market research analyst.

As discussed in the introduction, the world is changing fast and students are probably educated for jobs which do not currently exist. Therefore, this paragraph gives you an idea but does not pretend to be complete.

International Management

Key words

Strategic Management, International Competition, Multinational Organizations, Intercultural and interdisciplinary, Knowledge-Skills-Attitude, Highly up-to-date and interactive.

Why International Management?

Students who want to develop themselves as professional decision makers in international strategic contexts will be highly inspired by this course. Experienced lecturers and business professionals will literally take you into international companies to show you what decisions CEOs are facing. Together, we will increase your knowledge of strategic management, your skills to analyse international business contexts and your ability to professionally deliver your message. This will help you to become a successful business leader in the future!

What is International Management?

This course takes the international strategic business context as unit of analysis. From lecture 1 on, you will be thinking as the CEO of large multinational companies. The lecturers will introduce you to strategic and transnational management theories. Together with your fellow students, you will analyse up-to-date business challenges and learn to present and defend your line of reasoning. Moreover, you will be trained to improve your professional attitude in business contexts so that you will become a valuable asset for a variety of different companies.

How does the semester look like?

Every week, you will have three interactive sessions. In the first session, new theory is introduced by the lecturer. In the other sessions, you will work in interdisciplinary and intercultural teams. You will be facing business challenges and you will be challenged to analyse, present and defend your perspectives. In the first weeks of the course, the lecturer provides you with concrete assignments that you work on. Afterwards, you have the freedom to design the course topics to specifically meet your individual preferences. In the end, you will be evaluated by means of four ways of testing: theory knowledge, business case solutions, final presentation of your "own" company and in-class participation.

International Marketing

Keywords

International marketing planning, services marketing, market(ing) research, consumer behaviour, content marketing, online marketing.

Why international marketing?

This course gives you the opportunity to dive into the exciting and challenging international marketing world. Imagine that you are a marketing manager of an hotel chain that wants to expand to Brazil. You wonder how to tackle this big challenge. How do I introduce my hotel in Brazil? Who are my potential customers in Brazil? What exactly will I offer to my customers? And how can I stimulate them to visit my hotel? This course will guide you through the steps of setting up an international marketing plan, which will give the answers to the questions above. You will gain essential marketing knowledge and skills that are a valuable contribution to becoming an interdisciplinary business professional.

What is international marketing?

International marketing challenges you to set a complete marketing campaign for the introduction of a (new) service in a foreign market. Besides sharing fundamental marketing knowledge, this course offers you new theoretical and practical insights and tools to develop the marketing campaign in a successful way. By offering new perspectives and combining these with known marketing tools, you are able to improve your marketing research skills. In addition, you are challenged to translate this research into a creative and viable marketing campaign, focusing on online and experiential marketing.

What does the semester look like?

The red line in this course is the structure of the international marketing plan we follow in order to create a viable marketing campaign. After the introduction, you choose your groups and start working on your project. The first 8 weeks will revolve around analysis and the input of the campaign. In class, theory is discussed and groups are challenged to apply this theory to their own projects. In these 8 weeks students present their input for their campaign in graded intermediate presentations. After the interim exam, the actual campaigning starts. You are challenged to start thinking about translating your findings from the first 8 weeks into an exciting campaign. You are challenged to start with the central message and content marketing and later in the process your actual event marketing strategy and digital marketing strategy that fits. In the end, the final exam consists of presenting the final campaign and an oral individual defence.

Literature and Testing

- Reader with a combination of academic articles and book chapters, published on Fontys Connect

- Testing methods: intermediate presentations, interim theory exam, final presentation

Global Sport Marketing

Key words

Sponsoring, International Sport Events, PR, Branding, Media

Why Sport Marketing?

Students who are passionate about sports and marketing get the opportunity to enter the international sport business and develop themselves to a golden sport marketer.

What is Sport Marketing?

This course will help you to develop the skill-set and knowledge base required by sport marketers. As the global sport market continues to evolve, you will be challenged to think creatively and critically about the unique nature and environment of sport. You will develop your ability to think strategically and to apply the principles of sport marketing to situations where increasing participation, leveraging investment into sport or encouraging the sale of sport products and services are required.

How does the semester look like?

In this course students create in an international group their own global sport marketing plan for an international event, multinational enterprise or sport club. The lecturer will deliver various theoretic blocks (e.g. Sponsoring, PR, Events, Branding, Media, Fans) which students could use as input for their marketing plan.

Literature and Testing

- Required book: Sponsorship, Ambush Marketing and the Olympic games, Norm O'Reilly et al., ISBN 1935412434

- Required book: Contemporary issues and practice, Desbordes and Richelieu, ISBN 978-1-934432-78-5

- Testing methods: Interim presentations, Final presentation and defense

Leadership and coaching

Key words

Strategic leadership, Talent development, Coaching in Business / Education / Sports / Personalized contexts, Technological Disruptive Innovations, Develop your authentic leadership and coaching style and skills.

Why Leadership and Coaching?

Students who want to develop their leadership and coaching style in strategic, professional or personal contexts will be trained in the knowledge, skills and attitude to become successful leaders, coaches and/or managers. Your lecturer has years of experience as a strategic leader and coach in educational and sports contexts and your guest lecturers are leading leaders / coaches in their respective fields. They will inspire you to develop your leadership skills in a way that fits your background, personality, passion and interests!

What is Leadership and Coaching?

This course focuses on you. You will be inspired to discover your leadership and coaching skills / style and you will receive a lot of tools to develop yourself to become the leader you want to be in the context that you like. These tools will be offered to you by leading coaches and managers from a variety of different backgrounds.

How does the semester look like?

We will start by introducing crosslinks between strategic disruptive innovations and leadership, between leadership and coaching and between coaching and you. We will then zoom in to leadership and coaching in different business, educational and sports contexts in order to inspire you to discover what type of leader you want to be. Modern coaching concepts and inspirational practitioners will take you on a journey where you will find the context that you like most and where you will learn how to become the leader / coach you want to be. Based on your choices, you can focus on a more theoretical or a more practical approach in order to further develop your unique and authentic approach to leadership and coaching.

Literature and Testing

- All required literature will be provided by the lecturer in class

- Testing methods: Movie assignments, Final presentation

Business Psychology

Key words

Bringing together the latest thinking in business and psychology

Why Business Psychology?

To better compete in the ever-changing job market by developing flexibility, critical thinking, and problem solving for today's rapidly changing world.

What is Business Psychology?

A broad spectrum of psychology at entry level, with a focus on its relevance and application to business, marketing, sales, and management (multidisciplinary context).
You will develop your knowledge and (soft) skills in key areas of psychology, including cultural psychology, social psychology, developmental psychology, cognitive psychology, personality and individual differences.

How does the semester look like?

Cultural and individual differences, Selection and assessment, Attitudes and motivation, Communication and persuasion, Learning and development, Stress and well-being, Decision-making and Reflection will cover each approx. 2 weeks of 2 lecture and practice

Literature and Testing

- All required literature will be provided by the lecturer in class

- Testing methods: Logbook, Interim presentation, Final presentation

International Events Management

Key words

Event design, Event operations management, Experience Marketing

Why International Events Management?

Increasing competitive pressures are forcing organisations to find new ways to engage customers. Event Management has gained momentum among professionals as it creates an ultimate customer experience through live and face-to-face communication. This experience has a huge potential in creating amazingly positive customer responses.

What is International Events Management?

This course leads you through the stages of successful events management from design and idea generation up until the evaluation of events. Students are challenged to be creative, think strategically, create a helicopter view in the organisational and planning process and to be critical in the evaluation process. For students interested in (services) marketing, events and project management (services) this course teaches and enables you to design, plan, organise and evaluate creative and successful events.

How does the semester look like?

Throughout the semester students are challenged to create, manage and evaluate their own ground-breaking event in an international setting. They are being helped with this in class and through practical guest lectures by experts.

Literature and Testing

- Required book: Events Management, Bowdin et al., 2012

- Required book: The experience economy, Pine & Gilmore, 1999

- Testing methods: Olympic bid, Interim presentation, Final presentation

International Customer Insights

Key Words

Consumer behaviour, psychology, decision making, culture, marketing

Why International Customer Insights?

Why do chocolates taste better when they are in a "luxury package"? And what does "luxury mean in for instance China or Italy? How do you find out what drives the Chinese/Italian customer? Global marketers have a deep understanding of the psychological drivers and (sometimes irrational) behaviour of the international customer. This course gives you the opportunity to become a truly global marketer.

What is International Customer Insights?

This course discusses a wide range of factors that drive consumer behaviour by asking questions such as why is it such a bad idea to go grocery shopping on an empty stomach? (arousal), why do dieters give in so easily to forbidden food? (self-control) and why do men prefer zero coke to light coke? (expectations). During this course you will work with these factors so that you can apply these in the rest of your studies and future career. You will also learn what the implications are for an international marketing plan, by for instance adjusting pricing strategies or promotional activities.

How does the semester look like?

During the course you will experience (irrational) consumer behaviour yourself by conducting experiments in an international context. In this way you really get to know the international customer. Afterwards, you will advise an international brand on how to deal with the surprising mind of an international customer.

Literature and Testing

- Required book: Predicatably irrational, Dan Ariely, 2010

- Testing methods: Logbook, Final presentation

PR and Social Media

Key words

Public Relations, Social Media, Digital Marketing, Influence and Persuasion, Creativity

Why PR & Social Media?

Dealing with PR & Social Media is an indispensable skill for the modern manager and marketer. The whole marketing landscape has changed with the introduction of Social Media. Modern managers and marketers could significantly benefit from these technological developments. Social Media is a powerful tool to interact with your (potential) customers. Next to this you will be challenged to develop your creative and persuasion skills in order to come up with a PR & Social Media strategy for a real organization.

What is PR & Social Media?

Think about how a video goes viral. It's not because it was pitched to a journalist - it's because the content itself was so amazing, people couldn't help but share it. Social media allows you to reach anyone, anywhere in the world, and if you have the right content it can be the catalyst that gets your content firmly in front of your target audience. During this course you will learn the most crucial tips and tricks how to reach and involve your customers with the help of social media. You get the opportunity to run an exciting project with your fellow students: you will apply the tools in a real life setting.

How does the semester look like?

In this semester you carry out a PR & Social Media strategy for a real organization. Together with students from various countries and majors you receive a project assignment. During the semester multiple workshops in the field of social media, creativity, public relations will be provided so you have a solid toolbox for your PR & Social Media strategy with your international project group. Next to this you receive support from an experienced coach and you receive briefings and feedback from the organization you will support.

Literature and Testing

- All required literature will be provided by the lecturer in class

- Testing methods: Social Media plan, Social Media campaign (including justification)

Individual Research and Report Writing

Keywords

Research, Report Writing, Data, Methodology, Sources, Analysis

Why Individual Research and Report Writing?

Research in business schools, as anywhere else, is about expanding the boundaries of knowledge; it thrives on answering (un)asked questions. Unlike academic research, applied research aims to address and answer real-world problems. Importantly, applied research is, like academic research, based on previous theory. Individual Research and Report Writing is designed to stimulate creative management and/or marketing thinking.

What is Individual Research and Report Writing?

In order to write an analytical report based on quantitative or qualitative research for a self-chosen stakeholder, tutorials and relevant literature are offered in order to master the theoretic background. A personal coach is assigned to support the students with their research proposal, the research methodology and the final research report.

How does the semester look like?

In the challenging day-to-day activities, decision making support could be really helpful for managers because of various reasons. Managers may need for information, they lack specific knowledge, or feel the need for an objective 'second opinion'. In these situations an 'information gap' exists. In fact, there is a gap between the 'actual' and desired situation in a company. Research is the process of finding solutions for a problem, after a thorough study and analysis of the situational factors. Therefore, a structured research project could be really helpful for companies. During this semester students will carry out their own research project, supported by a coach.

Literature and Testing

- All required literature will be provided by the lecturer

- Testing method: Research report writing