

Minor regulations - 2022-2023

1. Name minor: International Business Management

2. English name: International Business Management

3. Content of minor

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

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 a minor. 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.

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 English taught programme. Next to this the classroom setting is really interdisciplinary, students from various study programs and background benefit from this minor. This creates an exciting and dynamic classroom setting.

Two general courses are offered in this minor programme: International Management and International Marketing. Next to these courses students could choose a specialization course: Global Sport Marketing, Business Psychology, Individual Research and Report Writing, Leadership and Coaching, Event Management, City Marketing and International Customer Insights. In depth information about the courses is available in the Minor Manual.

Resume for diploma supplement

The minor International Business Management prepares students for a world-class business career. 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.* Students are prepared for these new jobs. The minor International Business Management is truly international. Students from all over the world participate in this English taught programme. Next to this the classroom setting is really interdisciplinary, students from various study programs and backgrounds study together. This creates an exciting and dynamic classroom setting where students solve business challenges in intercultural and interdisciplinary groups.

4. (Admission) restrictions of the minor

Both Fontys and International students participate in the minor IBM. There are no special admission restrictions for Fontys students.

5. Education components (see article 17 general section of the TER)

- All the students in the minor IBM participate in the mandatory minor courses International Management (336 SBU) and International Marketing (336 SBU).
- Next to the mandatory courses, all the students have to choose one elective course worth 168 SBU. The following courses are available: Global Sport Marketing (GSM), City Marketing (CM) Business Psychology (BP), International Customer Insights (ICI), Individual Research and Report Writing (IRP), International Event Management (IEM) and Leadership&Coaching (LAC).

6. Enrolment in the education components

Students do have to enrol in Progress until the communicated deadline in Progress. Students who would like to have more information about the enrolment, or would like to have advice about their deepening course, could contact fibs-minors@fontys.nl. Students will be approached by e-mail and could select their elective by responding this e-mail.

7. Overview of tests and registration for tests (see articles 20 and 22 general section of the TER)

Students are automatically registered for all examinations. Testing overview will be explained and published in the first minor week. Dates of the test will be communicated at least 3 weeks prior to the test.

Below an overview of the test. For every test detailed information including rubrics are available at the IBM connect page.

Mandatory courses

Both mandatory courses (International Management and International Marketing) 336 SBU. Below the testing for each course specified.

Test	Test Type	Individual/Group	Assessment scale	Course	Weight
International Management exam	Rapport defence	Group	1-10	International Management	100%
Country choice	Presentation	Group	1-10	International Marketing	20%
Customer analysis	Presentation	Group	1-10	International Marketing	20%
Marketing plan	Presentation	Group	1-10	International Marketing	30%
Oral defense	Oral defense	Individual	1-10	International Marketing	30%

Elective courses (students pick 1)

All elective courses 168 SBU. Below the testing for each course specified.

Test	Test Type	Individual/Group	Assessment scale	Course*	Weight
Concept pitch	Presentation	Group	1-10	IEM	20%
Event movie	Movie	Group	1-10	IEM	80%
Research Proposal	Report	Individual	1-10	IRP	20%
Final report	Report	Individual	1-10	IRP	80%
Problem&External analysis	Presentation	Individual	1-10	GSM	40%

Sportmarketingplan	Presentation	Individual	1-10	GSM	60%
Individual video	Video	Individual	1-10	LAC	100%
Logbook	Report	Individual	1-10	ICI	50%
Marketing plan	Presentation	Group	1-10	ICI	25%
Oral defense	Oral defense	Individual	1-10	ICI	25%
Poster pitch	Presentation	Group	1-10	CM	30%
City marketing plan	Presentation	Group	1-10	CM	35%
Oral defense	Oral defense	Individual	1-10	CM	35%
Essay 1	Report	Individual	1-10	BP	20%
Essay 2	Report	Individual	1-10	BP	20%
Essay 3	Report	Individual	1-10	BP	20%
Final presentation	Video	Individual	1-10	BP	40%

* Global Sport Marketing (GSM), City Marketing (CM) Business Psychology (BP), International Customer Insights (ICI), Individual Research and Report Writing (IRP), International Event Management (IEM) and Leadership&Coaching (LAC).

8. Passing the minor

This minor consists of multiple components (learning arrangements). However, 30 credits will only be awarded once the minor has been completed successfully.

In order to pass the Minor IBM, each study course (thus international management, international marketing and the elective) must be ≥ 5.5 . The number of credits in the calculation of the average is 30. If a student finishes any study course below the minimum grade of 5.5, he is not eligible for receiving the 30 credits.

Students receive a final grade for the minor IBM (1-10) based on the weighted average of the three courses (International Management 40%, Elective Course 20%, International Marketing 40%).

9. Examination Board (see article 38 general section of the TER)

Request concerning the examination could be posted to the Examination Board: fibs-examencommissie@fontys.nl

10. Validity

This information is valid for the academic year 2022-2023.

11. Entry requirements minor

Students have to round off their foundation year (propedeuse), or have permission from the Examination Board, before they are allowed to participate in this minor.

The entire program of the International Business Management Minor is offered in English; therefore students need a certain level of English skills. There are no formal entry barriers such as TOEFL or IELTS, but HAVO 5 level or equivalent level is required.

12. Not accessible for

Students who study at Fontys International Business School, except for International Finance&Control students.

Students from other institutes are allowed to participate in the minor International Business Management.

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.