

## **Minor regulations – 2021-2022**

### **Minor International Business Management**

#### **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, PR&Social Media 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. Education components** (see article 16 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, PR&Social Media, Business Psychology, International Customer Insights, Research and Report Writing, International Event Management and Leadership and Coaching.

#### **5. 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](mailto:fibs-minors@fontys.nl).

#### **6. Overview of tests and registration for tests** (see articles 18 and 22 general section of the TER)

Students who are enrolled in Progress are automatically enrolled for all the minor IBM exams. In order to pass the Minor IBM, each course must be  $\geq 5,5$ . The number of credits in the calculation of the average is 30. If a student finishes any learning arrangement below the minimum grade of 5.5, he is not eligible for receiving the 30 credits. Further, the 30 credits can only be received when all courses are successfully finished. It's not possible to obtain partly credits from the different parts of the Minor. The exact ways of testing, including the examination data, are published in the course manuals. The course manuals are published at the Minor IBM connect page:

<https://connect.fontys.nl/instituten/fibs/StudyProgrammes/IBM/Pages/default.aspx>

The weighting of all courses is linked to the actual study work load:

- |                            |     |
|----------------------------|-----|
| • International Management | 40% |
| • One Elective Course      | 20% |
| • International Marketing  | 40% |

#### **7. Passing the minor** (see article 19 (2) general section of the TER)

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 course must be  $\geq 5,5$ . The number of credits in the calculation of the average is 30. If a student finishes any 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%).

#### **8. 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](mailto:fibs-examencommissie@fontys.nl)

#### **9. Validity**

This information is valid for the academic year 2021-2022.

#### **10. Entry requirements minor**

Students have to round off their foundation year (propedeuse), or have permission from the exam committee, 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.

#### **11. Not accessible for**

Students who study at Fontys International Business School. Only students from other institutes are allowed to participate in the minor International Business Management. Except for International Finance&Control students who have to follow the mandatory course International Marketing.

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