

> FOR SOCIETY

ACCELERATION ACADEMY

Develop your personal leadership and employability skills

Dear partners and students,

As staff of the School of Business and Communication we like to welcome you to our Acceleration Academy at Fontys University of Applied Sciences. In collaboration with our partner universities in the world we offer intensive, short term courses of 3 weeks. Those universities are working together in the BELCO

Alliance a global consortium of partner universities. The Acceleration Academy is a business program of 6 modules that we offer twice a year. We will offer you an international program and international professors from around the world. Out of the classroom thinking and into the real world of business to learn to act and work as a professional. You are developing your personal leadership and you will develop your employability skills.



- Introduction
- Questions and answers
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

INTRODUCTION

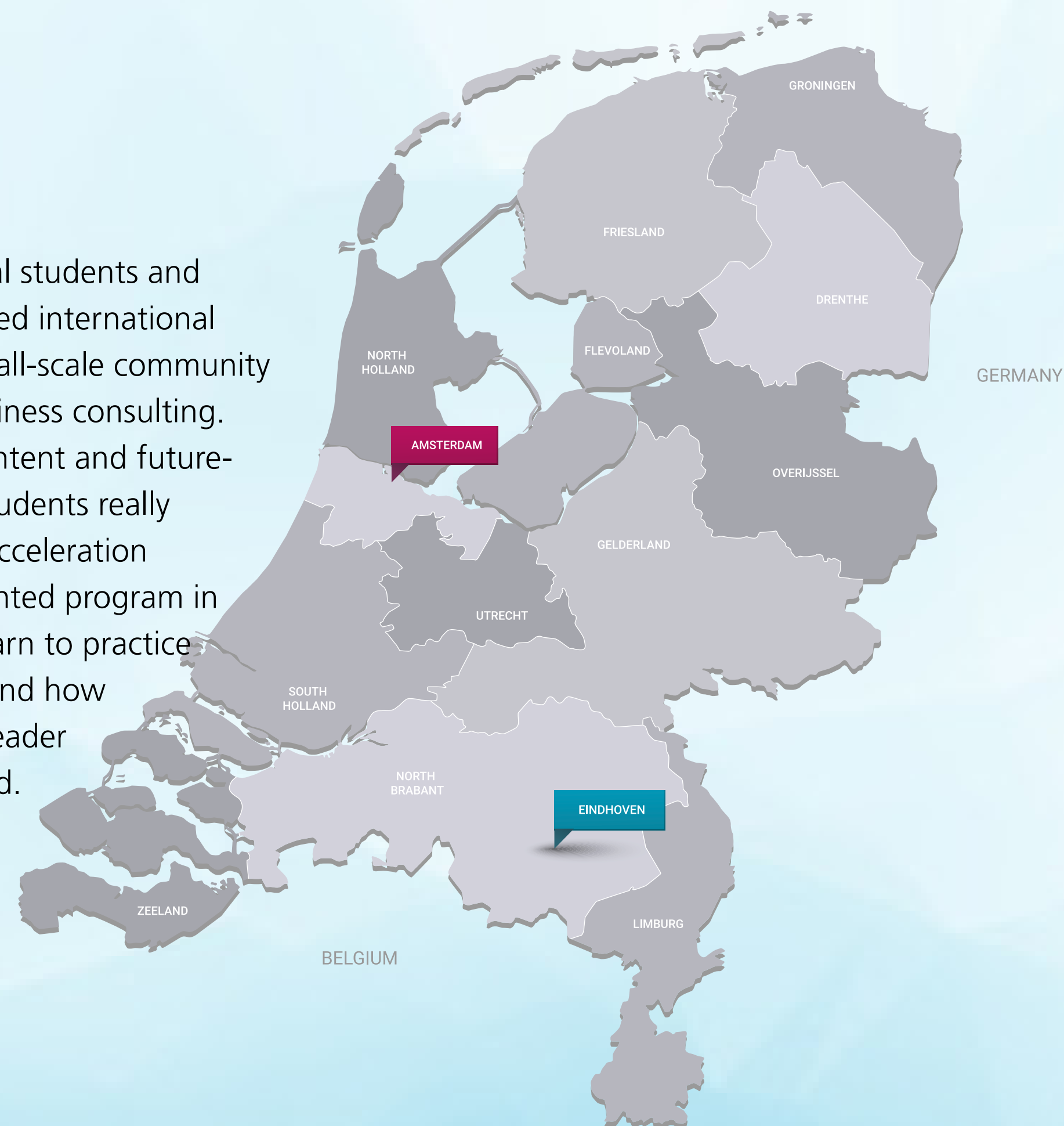
ACCELERATION ACADEMY



The Acceleration Academy 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 and to a professional and creative thinker. As student you will have the opportunity to study abroad for 3-6-9-12- 15 weeks. A modular program of 5 modules each 6 credits, that gives you the opportunity to travel around the world by doing modules abroad at our international partners. The program is, due to its wide range of law, business and economics courses and focus on the your personal development as a professional, suitable for students from different disciplines in higher education

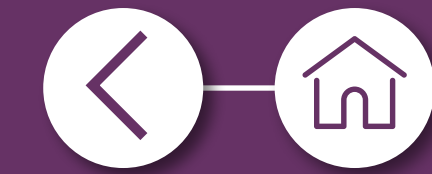
The mixture of international students and the experienced and involved international professors, result into a small-scale community with mutual interest in business consulting. The combined focus on content and future-proof business skills, lets students really experience business. The Acceleration Academy is a business oriented program in which students not only learn to practice business, but also understand how to become a professional leader and achieve the unexpected.

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



- **Introduction**
- Questions and answers
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

QUESTIONS AND ANSWERS



“WITHIN ACCELERATION ACADEMY YOU NEVER KNOW WHAT TO EXPECT. IT DID PUSH ME OUT OF MY COMFORT ZONE”

Sietske Verstegen



“THE ACCELERATION ACADEMY IS A REFRESHMENT AND GREAT OPPORTUNITY TO TRAVEL ABROAD FOR SHORT PERIODS. OUT OF THE BOX MINDSET IS THE KEY WORD OF THE AA.”

Ken Aleards



“THE ACCELERATION ACADEMY HELPED ME UNDERSTAND, THAT EVERYTHING BAD COULD ALSO BE AN OPPORTUNITY”

Vlastislav Kózak

- Introduction
- **Questions and answers**
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

QUESTIONS AND ANSWERS

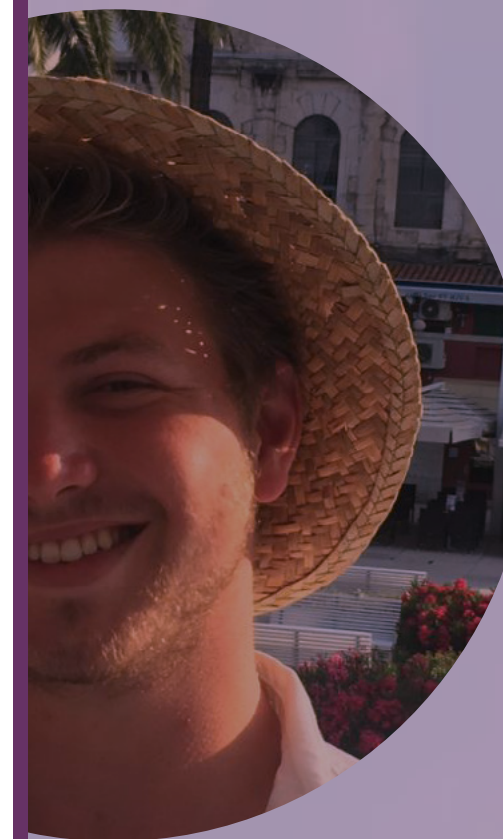


Sietske Verstegen

You'll never know what to expect with the Acceleration Academy. One day you're connecting your business idea to a painting, and the next day you're working together with students from France. The Acceleration Academy pushed me out of my comfort zone, which led to surprising results and collaborations between students.

Even though Covid-19 did not allow us to study outside of Eindhoven, the modules made you feel like you were. Maurice as program manager created this wondrous minor/program with diverse modules. I loved the module investment management in real estate Chicago the most, even it the topic was different from my major. However, Professor Dr. A. Kamienski did an outstanding job explaining the matter. He made us feel as if we were real investment managers!

How would you describe Fontys the Acceleration Academy? What did you learn and/or enjoy the most?



ACCELERATION
MY HELPED ME
STAND, THAT
NG BAD COULD
N OPPORTUNITY"

Mislav Hózak

"WIT
ACA
KNOV
IT DII
MY

Kenn Allearts

ACCELERATION ACADEMY

- Introduction
- **Questions and answers**
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

QUESTIONS AND ANSWERS

ACCELERATION ACADEMY



Ken Aleards

Participating the Acceleration Academy has been a refreshment to the way I perceived education. Each and every module of the course is being approached from a different perspective with different teachers from all over the world. Courses ranging from business model innovation, marketing communications to implementing the concept of artificial intelligence into an actual business case. Also my modules abroad, travelling between Eindhoven, Bangkok and Paris, meeting students from various cultures, was amazing. This alternation in education has helped me gain insights in my personal strength and points of development, while helping me advance in terms of what I find interesting and explore different elements of business.

As a student of the Acceleration Academy I would advise other students to act out of a 'out-of-the-box'-mindset while also being eager to learn from people with expertise and maintain a critical perspective to oneself. This course will challenge in you in several ways, but with the right mindset you will appreciate it.

How would you describe Fontys the Acceleration Academy? What did you learn and/or enjoy the most?

"WITH THE ACCELERATION ACADEMY IT DID PUSH ME OUT OF MY COMFORT ZONE"

Sietske Verstegen

"ABROAD FOR SHORT PERIODS. OUT OF THE BOX MINDSET IS THE KEY WORD OF THE AA."

Kenn Allearts

"EVERYTHING BAD COULD ALSO BE AN OPPORTUNITY"

Vlastislav Hózak



- Introduction
- **Questions and answers**
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

QUESTIONS AND ANSWERS



How would you describe Fontys the Acceleration Academy? What did you learn and/or enjoy the most?

Vlastislav Hózak

I decided to participate the Acceleration Academy to explore the different professional cultures and learn things from real professionals as the AA offers in multiple countries with lectors from various backgrounds. However, due to the all-changing pandemic, we were all forced to adapt. Even though I was afraid I would be robbed of all the experience connected to travelling and meeting people with the same interest, I have been very pleasantly surprised by the virtual program and how all the lectors were able to handle the situation. Thanks to the online world and the multinational cooperation, I was able to combine courses I couldn't participate in the beginning. We had a wine tasting in the morning in Bordeaux and ran a hotel in "Nieuwkerk" in the evening. We explored the Detroit real estates and still managed to find ideas to improve public transport in Eindhoven. The Acceleration Academy helped me understand, that everything bad could also be an opportunity and I am thankful for that.



"WIT
ACA
KNOV
IT DI
MY

DN
ME
AT
OULD
NITY"

Sietske Verstegen

Kenn Allearts

Vlastislav Hózak

ACCELERATION ACADEMY

- Introduction
- **Questions and answers**
- Belco Alliance & Mission
- Acceleration program
- How to apply
- Brainport Eindhoven Region

BELCO ALLIANCE



The BELCO Alliance is founded by five European Higher Education Institutions: BBA INSEEC Ecole de Commerce Europeenne (France), CBS International (Germany), Fontys University of Applied Sciences (the Netherlands) LAB University of Applied Sciences (Finland) and UCL University College of Applied Sciences (Denmark) and is currently a worldwide network of 20 Universities. The purpose of the alliance is to strengthen collaboration on curriculum development, mutual projects, research and exchange of students and academic staff.

All in all, the alliance aims at creating structured and qualitative actions to increase internationalisation between the members of the BELCO Alliance

For more information you can visit our website www.belco-edu.com

MISSION

The BELCO Alliance believes that in an insecure and sometimes disruptive 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.

[READ MORE](#)

ACCELERATION ACADEMY



- Introduction
- Questions and answers
- **Belco Alliance & Mission**
- Acceleration program
- How to apply
- Brainport Eindhoven Region



MISSION

A student of the Acceleration Academy will learn to be a professional in a real business environment. Working on different skills and competences in short intensive modules of three weeks. You will study the internal processes and observe the changes in both the internal and external environment. This will enable you to give professional advice on how to improve organizations as to make them sustainable, futureproof and of value.

Our didactical approach is a combination of theory, practice, field research, out of the classroom and also internationally. 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.

ACCELERATION ACADEMY

- Introduction
- Questions and answers
- **Belco Alliance & Mission**
- Acceleration program
- How to apply
- Brainport Eindhoven Region

The Acceleration Academy is a bachelor program. The AA program is a didactical approach and is implemented in various companies in a real business environment. Many lecturers are professionals with extensive experience in the industry. The BELCO Alliance is a collaboration of European higher education institutions (INSEEC Ecole de Management (France), CBS International Business School (Netherlands) L)

MISSION

...eves that in an disruptive world the d success in personal ously stimulate our al competences ng through strong, networks.

THE ACCELERATION ACADEMY 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.

[READ MORE](#)

M1 (6 ECTS)	M2 (6 ECTS)	M3 (6 ECTS)	M4 (6 ECTS)	M5 (6 ECTS)
02-09 till 20-09	23-09 till 11-10	14-10 till 08-11	11-11 till 29-11	02-12 till 20-12
Intercultural Groups Dynamics, Eindhoven Sylvie Dieteren	Fintec in Asia, Eindhoven Kiran Aswani / Theo Terwee	Strategic AI & Analytics, Eindhoven/Madrid Juan Maglione	Tangible Business Models, Eindhoven De Kram	Sustainable Finance Business models Eindhoven (Netherlands) Patrick van Rooy
Business in Action; Introduction to Business Law, Eindhoven Prof. Dr. Matthew Downs	Corporate Sustainability Reporting Directive CSRD, Eindhoven Wim Peters	Entrepreneurial Personal Branding, Eindhoven Aleksandra Dedieu	Investment Management in Real Estate, Chicago Al Kamienski	HR Happiness Management, (online) María de los Milagros Diez
International Business Genoa (Italy)	Leadership in Multinational Organisations Genoa (Italy)	Multinational Corporate Strategies Genoa (Italy)	International Business Negotiations Alnwick (UK)	Entrepreneurship, Alnwick (UK)
Storytelling in Business Bangkok Theo Terwee	International Business Negotiations in Southeast Asia, Bangkok Theo Terwee	non-profit organizations in action Bangkok & Phnom Pehn (Cambodia) Shane (Jake) Bryans & Matthew Downs	Entrepreneurship in action Bangkok & Luang Prabang (Laos) Maurice Cuypers & Matthew Downs	Startup eco-system Southeast Asia Bangkok & Saigon (Vietnam) Maurice Cuypers & Matthew Downs
International Business Antigua (Guatamala) Maximo-Nivel University	Leadership in Multilaterel Organisations Manual Antonio (Costa Rica) Maximo-Nivel University	Multinational Corporate Strategies San José (Costa Rica) Maximo-Nivel University	International Business Negotiations Cusco (Peru) Maximo-Nivel University	Diversity & Inclusion in South America Lima (Peru) Arturo Segura
Motivation Leadership, (online) George El Rahbanin	Basic Python, (online) Juan Maglione	Digital Transformation & Recilient Cities, (online) Juan Maglione	Power BI, (online) Juan Maglione	Diversity, Equity & Inclusion, (online) Arturo Segura
3 weeks	3 weeks	4 weeks	3 weeks	3 weeks

ACCELERATION ACADEMY



- Introduction
- Questions and answers
- Belco Alliance & Mission
- **Acceleration program**
- How to apply
- Brainport Eindhoven Region

THE ACCELERATION ACADEMY PROGRAM

ACCELERATION ACADEMY

Therefore, we c
with close cont
to the profile sp

READ MORE

THE ACCELERATION ACADEMY PROGRAM

'Learning to take action and show leadership not only includes knowledge 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. The Acceleration Academy will give you every opportunity to gain international experience during your studies, since you will be part of an international student community and you will have the opportunity to follow modules abroad in different countries in the world.

"Our aim is to develop your professional and social competences in every way and to lay a foundation for a successful professional career in an international environment and international teaching staff."

M1

31-08 till 18-09

Intercultural aw

Fontys / Insee
Bordeaux

OR

Business challer project

Insee / Fontys
Bordeaux

OR

Organizations & management

Florida int. Un
Alnwick UK

OR

Internship

Japan, Korea,
Hongkong, Th
India, Cambod
China

M6

03-01 till 21-01

Artificial intelligence & analytics

Fontys
Eindhoven

OR

International business & multicultural relations

SFSU San Francisco

OR

Internship

Japan, Korea,
Hongkong, Thailand,
India, Cambodja,
China

Introduction

Questions and answers

Belco Alliance & Mission

Acceleration program

How to apply

Brainport Eindhoven Region

HOW TO APPLY

Students can apply and become member and later alumni of the Acceleration. Fontys students can register on progress or portal and students from other Dutch universities can register on “kies op maat”. Student from partern universities in the world have to ask their International Office to nominate you at Fontys University of Applied Sciences.

If you have questions regarding application, please send an email to accelerationacademy@fontys.nl

ACCELERATION ACADEMY



- Introduction
- Questions and answers
- Belco Alliance & Mission
- Acceleration program
- **How to apply**
- Brainport Eindhoven Region

EINDHOVEN

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.

[READ MORE](#)



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 km². 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).

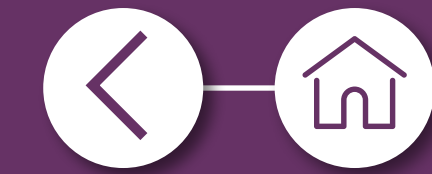


When you google innovation, it is no coincidence that the first images you will find are light bulbs. 125 years ago, Philips brought light to the City of Eindhoven. The company transformed the city into a vibrant industrial success story.



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.

ACCELERATION ACADEMY



- Introduction
- Questions and answers
- Belco Alliance & Mission
- Acceleration program
- How to apply
- **Brainport Eindhoven Region**

EINDHOVEN

Brainport Eindhoven (ICF) the world for innovation research institute the future to development

[READ MORE](#)

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



municipality and a city province of North Brabant the Netherlands. It has ,84 km². The city has a bove 225.000, making it the nicipality of the Netherlands of North Brabant.

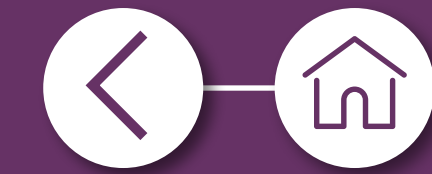
hoven derives from of the regional words g last or end) and 'hove' ection of some hectares

gle innovation, it is no at the first images you will ulbs. 125 years ago, Philips o the City of Eindhoven. ransformed the city into a al success story.

hoven is a city of couraging possibilities. Of ork ethic, of fun. There is a of new developments in the ity, innovation, technology, wledge. Eindhoven is

bursting with energy. And we are glad to share it with you.

ACCELERATION ACADEMY



- Introduction
- Questions and answers
- Belco Alliance & Mission
- Acceleration program
- How to apply
- **Brainport Eindhoven Region**