



# INTERNATIONAL BUSINESS

## Programme In Brief

In times of increasing global competition many companies operate globally or consider doing business internationally. But how do you decide on which markets to operate? How do you finance such undertakings? How do you hire the right internationally qualified employees? How do you make your product or service stand out from the crowd? These are some of the issues that managers at international companies face and for which you will be prepared during your International Business studies.

## Content And Structure Of The Programme

International Business is a broad business study programme which aims at preparing you for a management position within an international business environment. International Business at Fontys Venlo distinguishes itself from similar study programmes by using project-based learning. In contrast to traditional paper-based and teacher-centric education, project-based learning is a dynamic student-centred approach. You work together on projects tackling authentic business situations in which classic business economics subjects such as marketing & sales, finance & accounting, business organisation, human resources and business research can be learned through cross-disciplinary application. While working on these projects you receive the theory needed to solve problems within these projects. In the second year, an interdisciplinary project takes place: the StartUp Factory. Hereby you can choose between four projects and for example establish your own start-up company. Other examples of projects include: preparing a business case for an international

market opportunity or a full strategic review of a multinational company. Moreover, you also acquire the needed skills to work successfully in these projects. Here you can think of communication skills, professional development and even additional languages, such as Dutch or Spanish. In the 5th semester you do an internship to acquire practical professional insights. You select the industry, the company and the department according to your field of interest. International experience can be gathered during an optional semester abroad at one of more than 125 partner universities all over the world. This semester abroad offers the opportunity to deepen your language and intercultural competences. In the final phase of your studies you conduct a second internship during which you research and write your bachelor thesis for a company.

## What You Can Expect From Fontys

The combination of theoretical knowledge, practical experience, language and intercultural skills prepares you ideally for today's job market. The 'learning by doing' approach at Fontys Venlo is a more constructive and active way to learn and to develop social, communication, leadership and critical thinking skills. The two internships offer you access to a broad network of companies and put you in contact with potential employers. After your studies you are able to either lead a company, manage one of its many departments or found your own company. The lectures and tutorials are conducted in classes of approx. 30 students, which fosters team spirit, discipline and motivation. Moreover, a Study Career Manager assists you in your personal and professional development on an individual basis.

## Intake

- Winter Term  
(End of August)
- Summer Term  
(Beginning of February)

## Length of Study

- 4 years (8 semester), including:
- two internships
  - optional semester abroad

## Language of Study

- English

## Degree

Bachelor of Business Administration

## Admission Requirements

Abitur/ Fachabitur, no consideration of numerus clausus (NC)

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## Fontys Venlo

### University of Applied Sciences

Tegelseweg 255

5912 BG Venlo

Telephone: + 31 (0) 8850 76022

WhatsApp: + 31 (0) 618419353

E-Mail: [campusvenlo@fontys.nl](mailto:campusvenlo@fontys.nl)



[fontysvenlo.nl](https://fontysvenlo.nl)



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## Your Individual Study Track

Right from the start, you make your decision to study in English. This offers you the chance to get acquainted with the most commonly used language in business. Moreover, the content of the course is targeted at companies that are active internationally. Within your studies you are asked to conduct two internships of six months each, which will provide you with further insights into business on an international level since you are encouraged to work abroad. Also the minor in the 6<sup>th</sup> semester offers you the possibility to visit a foreign country as part of a study abroad minor. This can be done at one of more than 125 partner universities all over the world. In the 7<sup>th</sup> semester, you can choose from different specialization disciplines such as Marketing & Sales, Finance & Accounting, Business Psychology, Organisations & People and Operations.

## Study Phases

<b>Foundation Year</b>	1. Semester	Lectures and seminars covering business topics and key communication. One major project each semester trains the relevant cross-disciplinary application*
	2. Semester	
<b>Main Phase</b>	3. Semester	The focus is on a major project per semester, complemented by a year-long entrepreneurial project (StartUp Factory) and work shops which train key communication*
	4. Semester	
	5. Semester	Internship (approx. 6 months)
	6. Semester	Minor (e.g. Study Abroad)
<b>Graduation Phase</b>	7. Semester	Graduation phase builds on students' increased practical experience and enhances their strategic level thinking and working*
	8. Semester	

\*A current and detailed overview is available at [fontysvenlo.nl/ib](https://fontysvenlo.nl/ib)

## How Much Time Do You Need For Your Studies Per Week?



Generally, about 20 contact hours per week are planned for lectures. The rest of the time (approx. 20 hours) you will need for projects/group work and studying by yourself.



### How Is The Study Load Divided?

Self-study

45%

Theory

25%

Practice

30%

## Tuition Fees



EU/EEA Citizens

2.209 € per year\*

Non-EU/EEA Citizens

8.330 € per year

Please check [fontys.edu/tuitionfeeindicator](https://fontys.edu/tuitionfeeindicator) to identify which tuition fee applies to you. Further costs for books and study materials are not included.

\*For all EU/EEA citizens, the Dutch government decided to halve the tuition fees to an amount of 1.104 €. After the first year, the tuition fees amount to 2.209 €.

## Enrollment



In the Netherlands, you use the website [studielink.nl](https://studielink.nl) to arrange your enrollment. For information about requirements and further instructions regarding the enrollment process, please refer to: [fontysvenlo.nl/application](https://fontysvenlo.nl/application)

## Future Perspectives

### Professional Prospects

After your generalistic studies, you have the possibility to work in different professions and industries. Examples include: international project manager, consultant, international key account manager, human resource manager, marketing manager, global product manager and operations manager.

### Master

As a graduate, you have two possibilities to commence your master studies. With a total of 240 ECTS credits, you have created the ideal starting point for an entry into graduate studies. The post-baccalaureate master studies do not require additional work experience and can be started immediately after your bachelor studies. A post-experience master requires additional work experience after the bachelor studies.

## Open Days



**Saturday, 27 November 2021**

**10:00 - 15:00**

**Saturday, 5 February 2022**

**10:00 - 15:00**

**Saturday, 19 March 2022**

**10:00 - 15:00**

**Wednesday, 8 June 2022**

**18:00 - 21:00**

The programme can be found at: [fontysvenlo.nl/events](https://fontysvenlo.nl/events).

## Student For A Day

Don't miss the opportunity and become a student for a day! You have the possibility to accompany one of our students to lectures and project work in order to get a deep insight into the campus, its learning atmosphere and student life.

Possible dates and registration forms can be found at: [fontysvenlo.nl/events](https://fontysvenlo.nl/events).

At the end of your studies, you will be awarded with the internationally accredited **Bachelor of Business Administration**

