



INTERNATIONAL BUSINESS

INTAKE

› **SEPTEMBER, FEBRUARY**

DEGREE

› **BACHELOR OF BUSINESS ADMINISTRATION**

LENGTH OF STUDY

› **4 YEARS (8 Semester)**

LANGUAGE OF STUDY

› **ENGLISH**

ADMISSION REQUIREMENTS

› **FACH- & ABITUR
NO NC**

Programme In Brief

Businesses continuously increase their global presence and thereby encounter new competitors. This internationalisation often follows optimised strategies, that rely on a thorough understanding of foreign markets. 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

The International Business study program generally prepares you for a management position within an internationally active company. A broad subject matter is taught via the project-based learning approach. In this dynamic student-centred teaching approach, you tackle authentic business situations together with other students from your course and get to apply your knowledge in subjects such as Marketing & Sales, Finance & Accounting, Business Organisation, Human Resources and Business Research. Whilst working on these projects, you receive the necessary theory to solve the inherent problems. Thereby, putting theory into practice becomes a daily task from day one.

In the second year, an interdisciplinary project takes place: the StartUp Factory. There you can choose between four projects and for example establish your own start-up company. Soft skills like communicational techniques as well as an additional language such as Dutch or Spanish, round of your profile. 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 Can You Expect from Fontys

The combination of theoretical knowledge, practical experience, language, and intercultural skills prepares you ideally for the modern 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. The lectures and tutorials are conducted in classes of approx. 30 students. Moreover, a Study Career Manager assists you in your personal and professional development.



› **FOR SOCIETY**

Your Individual Study Track

With this degree you decide to study in English, getting acquainted with the most commonly used language in business. Two six-month internships will provide you with further insights into business on an international level since you are obliged to conduct both internships in two different countries. Also, the minor in the 6th 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 7th semester, you can choose from different specialization disciplines such as Business Psychology, Ethics & Sustainability, Human Resource Management und Supply Chain Management.

Study Phases*

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

*A current and detailed overview is available at: fontysvenlo.nl.

Tuition Fees

Tuition fees 2024-2025 for EU/EEA Citizens *

1 st Year	1.265 / Year
2 nd - 4 th Year	2.530 / Year

* For Non-EU/EEA Citizens different tuition fees apply. To identify which tuition fee applies to you please check: fontys.edu/tuitionfeeindicator.

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%

Practice 30%

Theory 25%

Professional Prospects

After your generalist 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.



› FOR SOCIETY

› Open Days

Saturday, 04. November 2023
10:00 - 14:00

Sunday, 21. January 2024
11:00 - 15:00

Saturday, 16. March 2024
10:00 - 14:00

Registration form at:
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

› Enrollment

In the Netherlands, you use the website studielink.nl to arrange your enrollment.

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