

- **Communication – International Communication Management (BA)**
- **International Business (BBA)**
- **International Lifestyle Studies (BA)**
- **Finance & Control – International Finance & Control (BSc)**
- **Logistics Management - International Fresh Business Management (BSc)**
- **Logistics Management (BSc)**
- **Marketing Management (BSc)**
- **Marketing Management - Digital Business Concepts (BSc)**
- **Master of Business Administration (MBA)**
- **Master of Science in Business and Management (MSc)**
- **Master of Science in International Logistics / Procurement / Operations Management & Supply Chain Management (MSc)**



COMMUNICATION - INTERNATIONAL COMMUNICATION MANAGEMENT

Are you fascinated by the global society and how people interact in different cultures? Do you want to contribute to a better understanding between communities and help develop creative solutions to today's challenges? Then International Communication Management is the study programme for you. Over the past few decades, modern communication methods and technological innovations have turned the world into a global village. As a consequence, today's communication professionals must be able to adapt in a field that is constantly on the move.

The Bachelor's degree in communication management (ICM) is a 4-year programme aimed at creative and cosmopolitan individuals who are open to the world. The programme is taught exclusively in English to a student body from all corners of the globe. The curriculum will focus on all aspects of international communication, such as media relations, branding, marketing communication, corporate communication and concept creation. With extensive opportunities for international exchanges, ICM is an excellent stepping stone to a career in international and intercultural communication and related fields.

Our faculty comprises both academics and representatives from professional practice, who will help integrate academic knowledge and practice-based learning that can then be applied directly to real-world issues and in real-life situations.

EINDHOVEN BACHELOR OF ARTS

fontys.edu/icm



INTERNATIONAL BUSINESS

In a period of increasing global competition, many companies are operating globally or are considering doing business internationally. But how do they decide in which markets they wish to operate? How can they finance such undertakings? How can they hire the ideal internationally qualified employees? How can they make their product or service stand out from the crowd?

These are some of the issues facing managers at international companies, for which students will be prepared during the IB programme. This broad-based business studies programme covers all the departments that make up a company: from general management to human resources and from marketing to finance. The programme aims to prepare students for a management position within an international business environment.

After gaining further work experience, graduates in International Business will be qualified to head up a company, manage one of its many departments or even found their own business.

EINDHOVEN OR VENLO BACHELOR OF BUSINESS ADMINISTRATION

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INTERNATIONAL LIFESTYLE STUDIES

Are you a curious, open-minded and enterprising individual, and would you like to make a positive contribution to changing our world? Are you interested in discovering what we will be eating and drinking in ten years' time? How will we spend our leisure time, and what factors will influence or health?

This programme is designed to help students investigate and translate trends into creative and viable concepts for products and services that will improve the quality of life. Students are taught all about the lifestyle sectors health, food, human movement, leisure, appearance, work and living. From day one of the programme, our students will undertake assignments for various companies within the lifestyle industry such as IKEA, Unilever, Rituals, Philips and Weleda.

Graduates from this programme are eligible for a job in marketing, innovation, research & development and new endeavours within internationally operating lifestyle organisations.

This Bachelor's programme is officially registered as Trend Research and Concept Creation in Lifestyle.

TILBURG BACHELOR OF ARTS

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FINANCE & CONTROL - INTERNATIONAL FINANCE & CONTROL

Within the International Finance & Control programme, students will acquire the skills needed for dealing with finance-related issues within international business, processing and analysing financial information, working with financial instruments, and acquiring knowledge in accountancy, investment and financial controlling.

The broad-based programme will train our students to understand the fiscal organisation of companies across a range of subject areas, including business administration, corporate finance, financial reporting, international

taxation systems and multinational business operations. One major advantage this study programme offers over other finance-related courses is its broad approach. Not only does it focus on financial topics, but also teaches the skills required for cooperation with representatives of a range of different corporate departments and business fields.

Past graduates of International Finance & Control are currently employed as auditors, tax consultants, business controllers, financial managers and business consultants with locally and internationally operating companies such as KPMG, Ernst & Young, Adidas and BMW.



VENLO BACHELOR OF SCIENCE

fontys.edu/ifc

LOGISTICS MANAGEMENT - INTERNATIONAL FRESH BUSINESS MANAGEMENT

Today, we take for granted the availability of fresh produce, including fruit and vegetables, on our supermarket shelves. But how do these products find their way into your shopping basket? What are the ideal steps from production to consumption? How are foodstuffs and other fresh products manufactured, packaged, traded, transported and sold?

Who is responsible for developing new foods and fresh produce concepts? IFBM provides the answers to these and many other

questions. Within this study programme, our students will learn about the marketing and logistics of fresh products while at the same time, acquiring a thorough basic knowledge of economics, management and communication both in a classroom setting and during practical assignments on behalf of businesses from the sector.

Graduates from IFBM can seek employment in supply chain management, purchasing, operations management and consultancy with leading businesses including Coca-Cola, Nestlé and Amazon.

**VENLO
BACHELOR OF SCIENCE**

fontys.edu/ifbm



LOGISTICS MANAGEMENT

Transporting products such as mobile phones or iPads from A to B may sound simple, but before a new iPad is ready for sale, it has passed through a whole series of logistics processes. Take for example the numerous components that must be collected from all over the world. The production and delivery of goods must always be of good quality, must take place at the right time, in the right quantity and at the right place. The study programme logistics management teaches students how to manage and improve the logistical flow of goods.

The first eighteen months of the study programme focus on Warehousing, Distribution and Production Logistics at operational, tactical and strategic level. In the second part of the study programme, students specialise in either Logistics Management or Logistics Engineering.

Logistics Management, as the name suggests, focuses on the managerial aspects of logistics. A logistics manager is responsible for generating key information for the control and improvement of business performance. The tasks of the logistics manager include ensuring compliance with customer delivery agreements and the establishment of collaboration with suppliers. In addition to learning about logistics, students of Logistics Management will be taught all about business economics, statistics and management skills to prepare for professional practice as a manager or team leader for warehouse operations, supply chain management or process control, at such companies as PepsiCo, DHL or Mondelez.



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[fontys.edu/
logistics-management](http://fontys.edu/logistics-management)

MARKETING MANAGEMENT

Designing an exciting marketing campaign for the new iPhone, organising a press conference for Greenpeace or conducting market research into the emotions associated with eating ice cream.

All are examples of the day-to-day work of marketing professionals. As a marketer, you understand precisely what triggers consumers' choices. You know why people are willing to pay a premium price for Coca-Cola even if a different brand achieves a higher score in a blind tasting test, or you may be the person who comes up with a concept that encourages people to queue up all night waiting for the release of the new PlayStation.

Marketing Management teaches students how to respond to the wishes and needs of customers in an international environment by studying such topics as market research, marketing law, consumer behaviour and e-marketing. The study programme Marketing Management prepares its students for a career as sales, marketing, brand or event manager with leading companies such as Heineken, Porsche, Red Bull or L'Oréal.

VENLO BACHELOR OF SCIENCE

[fontys.edu/
international-marketing](http://fontys.edu/international-marketing)



MARKETING MANAGEMENT - DIGITAL BUSINESS CONCEPTS

The study programme digital business concepts prepares its students for a commercial future in the digital world. Students are taught all about innovative (digital) marketing strategies, how to launch a start-up and how to develop innovative digital concepts. Our students will learn to combine a range of skills such as creativity, commerce and media technology, and acquire an enterprising and entrepreneurial mind set.

Students in Digital Business Concepts will follow a series of mandatory subjects including online marketing, concept development and creativity, futurology, big data marketing, media & (data) technology. The study programme naturally also deals with basic study skills including research, business economics, general economics.

Graduates are ready for employment at digital agencies, with start-ups or businesses involved in innovation and corporate development. Excellent students can obtain a premaster's degree at Tilburg University, and complete an MSc in Communication and Information Sciences from Tilburg University, in just one additional year.

TILBURG BACHELOR OF SCIENCE

fontys.edu/dbc

MASTER OF BUSINESS ADMINISTRATION

in collaboration with FOM University of Applied Sciences (Germany)

In collaboration with FOM University of Applied Sciences (Germany), Fontys offers a part-time MBA programme intended for graduates with professional experience. Engineers, scientists, lawyers and arts and social science graduates can use this MBA to supplement their specialist knowledge to qualify them for managerial positions.

This 2-year study programme enables our students to acquire a fundamental

understanding of economics, marketing, finance, and management/leadership, in year one, followed by specialisation and a Master's thesis in year two. As a part-time study programme, teaching is often 2-3 times a month, on Friday evenings and Saturdays.

This highly versatile MBA programme allows students the freedom to choose from a wide range of subject options, depending on their career aspirations, skills and interests. Among others, this study programme will open up a career pathway as management consultant, marketing manager, investment banker, operations manager or financial advisor.

VENLO MASTER OF BUSINESS ADMINISTRATION

fontys.edu/mba

MASTER OF SCIENCE IN BUSINESS & MANAGEMENT

in collaboration with the University of Plymouth (UK)

This Master's programme is designed for new and recent graduates from any discipline with little or no work experience who wish to gain a business and management qualification to pursue a career in management at strategic level.

The programme can be completed within 12 months, and provides students with the opportunity to study in two countries: Fontys University of Applied Sciences (The

Netherlands) and the University of Plymouth (UK). The first term in Venlo provides fundamental knowledge of marketing, finance and management/leadership. During the second term in Plymouth, students will have the opportunity to specialise in a subject field such as marketing, finance, supply chain management or international business. The third term is dedicated to the Master's thesis and may be completed at any chosen location. Alumni from this programme are employed all over the world, for example at IBM, Ernst and Young, Philips, HP, PricewaterhouseCoopers and Nike.

VENLO & PLYMOUTH MASTER OF SCIENCE

fontys.edu/mbm



MASTER OF SCIENCE IN INTERNATIONAL LOGISTICS/ PROCUREMENT/ OPERATIONS MANAGEMENT & SUPPLY CHAIN MANAGEMENT

in collaboration with the University of Plymouth, UK

This Master's programme is designed for logistics graduates with little or no work experience, who wish to gain knowledge, technical expertise and the confidence needed to become a highly competent and self-sufficient professional. By studying at two universities, in two countries, Fontys (The Netherlands) and the University of Plymouth (UK), the students will obtain a British Master's degree that can be completed within 12 months.

The first term in Venlo provides a fundamental knowledge of supply chains, production control systems, economics and maritime finance, business modelling and academic research skills. During the second term in Plymouth, the students choose one of 3 pathways to deepen their knowledge in international logistics, international procurement or operations management. All pathways also include a main module in Supply Chain Management. The third term is dedicated to the Master's thesis and can be completed at any chosen location.

Graduates from this Master's programme have an internationally recognised qualification that enables them to apply for a wide range of jobs in logistics, transport, distribution, freight management, operations management, warehousing or consultancy.

VENLO & PLYMOUTH MASTER OF SCIENCE

fontys.edu/master-logistics

