

International
Campus Venlo

FONTYS INTERNATIONAL BUSINESS SCHOOL



International Business School

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Fontys

Fontys is a leading European University of Applied Sciences and is built of 31 institutes throughout the country offering **international programmes in English, Dutch and German**. It is based in the south of the Netherlands close to Germany and Belgium, one of the most dynamic regions in Europe. With more than 135 study programmes, over 4,000 employees and about 40,000 students Fontys is **one of the major Dutch Universities of Applied Sciences** and one of the largest educational institutions in the Netherlands. Over 4,000 students are from abroad; they come from more than 70 countries in the world.

International Campus Venlo

Right at the border to Germany Fontys has established the International Campus Venlo that domiciles three institutes:

Fontys International Business School (economic sciences), **Fontys University of Technology and Logistics** (engineering, ICT and logistics) and **Fontys PABO** (teacher training).

Key Facts

- international and euregional bachelor and master programmes conducted in English, Dutch and German
- about 3,500 students (FIBS 2,200, FHT&L 1,200, PABO 100)
- students from more than 40 different countries
- experience and reputation on an international scope
- young and ultra-modern site with excellently equipped laboratories and facilities, modern and cheerfully designed lecture halls and classrooms
- full range of modern teaching and communication technology

Venlo is a **border city** in the south of the Netherlands, close to the German frontier, without any barriers or passport control. It is only 50 kilometers to the Belgium border and a 5-hour bus trip to Paris. Germany, Belgium and France are thus just around the corner. Venlo has about 100,000 inhabitants making it a large city. The geographical proximity makes Venlo a **popular shopping spot** for Germans, but also for visitors from Belgium. In this regard, a **large and diverse retail sector** has established itself in Venlo. In 2012 Venlo also hosted the Floriade, the World Horticultural Exposition.

Venlo is located at the nature reserve Maasduinen on both sides of the river Maas (Meuse). The Maasduinen (Meuse Dunes) offer unique landscapes with waterways, lakes, wandering dunes and forest areas. They are a protected area for flora and fauna and an important ecological link between the Netherlands and Germany.



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Fontys International Business School (FIBS)

Fontys International Business School offers **different Bachelors and Masters** in the **field of economic sciences** and is well grounded in a **large network** consisting of both **educational institutions** and **business companies**. FIBS cooperates with **over 70 partner universities** in 30 countries and synergizes with the largest companies worldwide by sending its students as interns to these companies. It offers students the invaluable experience of a long-term internship, and keeps its education up to date by closely **monitoring developments in the labour market**. The student population from various foreign countries at our campus adds to the learning and social experience, with an opportunity to study and interact with students from a wide range of cultural backgrounds. FIBS thinks and acts both global and local. Due to this philosophy students either choose for an **International or Euregional Stream**. The course language in the international classes is English. The programmes mainly outline global or international aspects in the economic field, whereas the euregional route focuses on the economic and political linkage between the Dutch and German border region (Euregion). The euregional variant is either conducted in Dutch or in German plus Dutch and English. For both programmes an internship in the core route is mandatory, thus in a company worldwide for the International Stream and in the Netherlands for the Euregional Programme. Furthermore, FIBS invests in **joint research programmes** with industry, business and public services to disseminate applied research results. The prioritized cornerstones in research are **Innovation Management** and **Sustainability**. Fontys Venlo also takes ethical responsibility and is thus involved in charitable projects in Nepal and Uganda.

FIBS Bachelor and Master Programmes

B International Business Economics

The individual national markets, trades and currencies are growing towards a united global business sphere. Chances and crises are no longer limited to national borders but challenge economies worldwide. Thus not only production companies, but also the rapidly growing Tertiary Sector (trade, banks, insurance, and consultancy) and governments need qualified economists in all departments. The main points of IBE are business administration, finance, organisation, budgeting, tax, controlling, calculation, investment analysis, logistics, management techniques and much more. Informatics and data management will complete the students' knowledge of economics.

B International Business and Management Studies

The increasingly global nature of trade and industry leads to greater international competition for large, middle-sized and small companies. A proactive organisation must therefore be able to collect and analyse foreign market-specific knowledge in order to take correct decisions about expansion. It must also be aware of international finance opportunities and political developments home and abroad. In internationally oriented organisations, decision making is based on business administration and controlling, but also on awareness of cultural differences and a firm's ability to adapt. The IBMS study course is based on a combination of elements from the traditional economic programmes in the fields of finance, accountancy, sales, marketing and management and focuses on international trade and commerce. The course language is English.

B International Marketing

Apple, Facebook, Adidas, Microsoft, Google, Coca-Cola... every day you come across major brand names. Many are known throughout Europe, some across the entire world. This is often accomplished due to the result of a perfect marketing strategy. International Marketing contains all necessary professional skills and experience areas, which are of high business value in the international economic process. All main points of the market process, from market research and market analysis through strategic market planning to the operative conversion, for example in advertising and e-commerce, determine the study course. Not only the most familiar classical consumer goods are the centre; also non-profit organisations (for example charity or cultural areas), public institutions, the service sector like commerce, banks, insurance agencies or tourism and the meaningful area of B2B-market (e.g. of capital goods) play a relevant role.

B International Fresh Business Management

International Fresh Business Management (IFBM) combines contents of both marketing and logistics in the field of all Green Markets and Fresh Business. IFBM targets at safe and healthy food, a wide assortment of flowers and plants, innovative and tasty fruit and vegetables concepts and sustainable and animal friendly food production. It continuously adapts its supply to changes in consumer demands in Europe and beyond. Business success depends on smart marketing strategies and logistic concepts that take the specific characteristics of fresh produce into account.

"When does today's critical consumer select my product? How do I acquire a competitive advantage over my competitors? How do I organize production and distribution in the most efficient way?" Questions that are key issues for fresh business. Students IFBM are trained to become value-chain managers of fresh produce by combining knowledge of marketing, logistics and fresh produce. At the end of their study, students IFBM are able to coordinate the activities within and among companies in the fresh supply chain.



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THINK
BIGGER

Colophon

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M MSc in Business and Management

This study programme is done in cooperation with the University of Plymouth (U.K.). It is a Post-Graduate Programme. The MSc addresses graduates of all branches of study with no or little professional experience and it combines all advantages of studying in two different places (Venlo and Plymouth). This programme is meant for people who have a clear picture of their personal goals, high motivation, success orientation, flexibility and mobility. It will give a broad base of knowledge and skills in business and management that will enable graduates to develop a successful career as a manager on a strategic level. The course is conducted in English.

M Master of Business Administration

This study programme is done in cooperation with FOM Hochschule für Oekonomie & Management, Germany and is a Post-Experience Programme.

The MBA study at Fontys Business School arranges a high-quality economic education; either for rounding off or for augmenting your primary degree. The MBA programme is meant to facilitate an interdisciplinary and international professional exchange. Participants can both update their knowledge and skills in contemporary business, and broaden their experience in new fields of interest. The syllabus spans marketing and financial management, business law, and a wide range of other issues. The course language is English.



Other programmes and offers

Besides the above mentioned Bachelor and Master study courses FIBS also offers Summer and Winter Schools, Language Prep Courses and Exchange Programmes.

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