

Field report on studying abroad

Details on studying abroad

- Fontys University of Applied Sciences, Eindhoven, Netherlands
- Consulting on Change/ International Project Week at Fontys Business and Communication Eindhoven
- Winter semester 2024/25 (10 - 14th of February 2025)
- BW / International Management

Preparation

I thought the Consulting on Change program would be an excellent match for my academic and professional goals as soon as I heard about it. Consulting on Change covers issues that are directly related to my studies in international management. Encouraged by Prof. Carolin Fleischmann, I decided to take advantage of this chance. The entire program, although first intimidating, was made simple, thanks to Tina Kaffl of the International Office, whose patience and expertise were vital. Her eagerness to answer my many questions calmed me throughout the process, making it less stressful and enjoyable. Ms. Tina from the International Office also assisted me with my first BIP, patiently answering all my concerns and offering invaluable assistance, giving me confidence in navigating similar programs.



Accommodation

I stayed for 5 nights in a private house in Deurne, which provided a quiet and comfortable environment during my visit.

Study at the Host University

The Consulting on Change Program and International Project Week at Fontys University in Eindhoven was an enriching and well-structured learning experience that focused on business transformation, consulting, and leadership within an international context. The program was designed to provide students with hands-on experience in tackling real-world challenges, engage with companies, and foster a deeper understanding of cultural diversity while developing essential teamwork and problem-solving skills

Program Overview, Monday, 10 February:

Introduction & "Who am I?" Presentations: A session where participants introduced themselves, fostering an atmosphere of mutual understanding. **Guest Lecture by Capgemini:** A lecture covering key aspects of consulting and business transformation.

Company Representative Presentation & Teamwork: Interact with company representatives to discuss real-world business challenges, followed by teamwork activities.

Tuesday, 11 February:

Visit to InPhocal: We visited the company and engaged in a Case Study focusing on how InPhocal targets its buyers. We analyzed their market segmentation, strategies for customer acquisition, and challenges related to customer engagement. Our team presented solutions to enhance brand awareness and improve customer acquisition strategies.

Wednesday, 12 February:

Visit to Philips (PSV) Stadium: We visited the stadium and worked on an AI Ethics Case Study related to PSV Eindhoven. This assignment involved analyzing the integration of Artificial Intelligence (AI) in scouting, analytics, and fan engagement. We identified potential ethical issues such as privacy concerns, bias in scouting, and the misuse of predictive analytics. Our team proposed solutions based on ethical AI frameworks to mitigate these risks.

Thursday, 13 February:

Teamwork Sessions: Dedicated time for team collaboration to further refine our case study findings.

Visit to Philips Museum: An exploration of the museum, offering insights into Philips' history and innovations.



Friday, 14 February:

Final Presentations: The week culminated in our final presentations on the InPhocal case study. We shared our findings and recommendations with peers and professors, synthesizing our learning from the week.

The entire program was excellently organized, offering a dynamic and enriching experience. The combination of academic sessions, company visits, and teamwork provided an outstanding learning opportunity, and the guidance from Professors Ramón Gascón and Tim Nieuwenhuijsen was invaluable in helping us navigate complex business challenges and develop meaningful solutions.

Key Takeaways

- The Consulting on Change Program gave us hands-on experience in consulting and business transformation while focusing on international business challenges.
- The InPhocal case study provides an example of how to successfully target consumers and address difficulties related to client engagement for the company.
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- The PSV Eindhoven AI case study taught us about the ethical implications of AI in sports and how to integrate AI responsibly.
- At the program's end, Professors Ramón Gascón and Tim Nieuwenhuijsen shared their extensive expertise engagingly and interactively. Their suggestions for incorporating cultural diversity into international business were quite helpful. Their guidance taught us the importance of understanding and appreciating cultural differences, which is critical for thriving in global trade as well as travel.



Everyday life and leisure

At Fontys University, I had several opportunities to interact with students and instructors, all of whom were kind and helpful. The campus created a pleasant atmosphere for study and cooperation.

In Eindhoven, I toured the ancient buildings, admiring the beautiful architecture. The city, noted for its combination of contemporary and historic style, provided an excellent balance of academic and recreational activities. People at both the institution and the city were kind and always willing to help.

Conclusion

Fontys University's Consulting on Change Program and International Project were important learning experiences. They let us use theoretical knowledge in real-world business situations, work in various teams, and learn problem-solving, consulting, and cross-cultural communication. The event also stressed the necessity of cultural diversity for global economic success.

Would You Recommend This Program to Other Students?

Yes, I suggest this program. It gives critical insights into corporate transformation, consulting, and leadership in an international setting, as well as practical skills for students to negotiate global difficulties and cultural diversity. It is necessary for students who wish to improve their abilities and create professional networks in an international business context.