

SUMMER SCHOOL 2022

# EUROPEAN CULTURE, BUSINESS & ENTREPRENEURSHIP

**HAN INTERNATIONAL SCHOOL OF BUSINESS**

ARNHEM, THE NETHERLANDS

COURSE DATES: 27 JUNE - 8 JULY 2022

## ABOUT THE SUMMER SCHOOL

During this 2-week program, you get to know Dutch and other European cultures. You also learn about European business policies and practices. And develop the personal competences you need to do business in Europe.

Classes for the Summer School cover various topics. Business strategy development and entrepreneurship. Business processes and budgeting. Personal branding and creative thinking. Along with Dutch culture and history. You also participate in interactive workshops on skills and personal development. Your ongoing assignment throughout the program is "The Quest". A group research assignment on a specific topic.

Team-building exercises, company visits, cultural excursions and guest lectures complete the program. You're free to make your own plans for sight-seeing or weekend travel to other parts of the Netherlands and Europe .

Good news: the entire Summer School is taught in English!

## HAN UNIVERSITY OF APPLIED SCIENCES

is located in the eastern part of the Netherlands, with campuses in the cities of Arnhem and Nijmegen. Just a few kilometers from the German border. But still within easy reach of Amsterdam, London, Paris and Berlin. The Netherlands is truly at the heart of Europe!

**HAN** UNIVERSITY  
OF APPLIED SCIENCES

## CITY OF ARNHEM

HAN International School of Business is situated on our Arnhem campus. The city of Arnhem offers a variety of eye-catching attractions. From fashion to history. Museums to pubs. Concert halls to nightclubs. Arnhem is located at the epicenter of the province with lovely green surroundings. The Veluwe national park on one side. The lush floodplain area on the other.

## DURING THE 2 WEEK SUMMER SCHOOL YOU WILL:

- receive an introduction to various specific aspects of European and Dutch culture and history;
- learn about the workings and achievements of the European economy;
- study various aspects of the design and improvement of business processes;
- discover that people in different European countries behave in different ways;
- work on your personal competences and skills in doing business;
- work together in team building exercises;
- gain good insight in the various forms of entrepreneurship;
- apply all your knowledge and experience directly to real life cases and 'The Quest', your group research project;
- visit local companies and entrepreneurs
- make new friends from all over the world!



## PROGRAM & PRACTICAL INFORMATION

### Business: interactive lectures

- Business strategy development
- Business processes
- Consumer behavior
- Entrepreneurship
- Research proposal
- Behavioral / experimental economics
- Financial modelling

### European Culture: training & lectures

- Dutch culture, history and society
- Intercultural competences
- European Cultures
- Networking

### Group Dynamics

- Personal management / management skills
- Communication skills & culture
- Personal branding
- Team building
- Entrepreneurial skills
- Presentation skills

Credits: 4 ECTS

## ADMISSION REQUIREMENTS

The summer school is open to students from our partner universities abroad. For non-native speakers of English, your English language skills should be at least at a B2 level.

## ACCOMMODATION

You'll live together with your fellow students in a youth hostel in Arnhem. This is included in the course fee.

## OPEN UP NEW HORIZONS.




### HAN CAMPUS ARNHEM

Ruitenberglaan 31  
6826 CC Arnhem  
The Netherlands

### QUESTIONS?

Incoming.Business@han.nl  
www.hanuniversity.com/short  
courses/europ.cult.bus.&entrepr.  
+31 6 53 59 55 00

### SOCIAL

 HAN International School of Business  
 isbinternationalcommunity  
 HAN International | ISB campus tour

## COURSE FEE

- € 995 for Exchange students from a partner university
- €1,700 for Study Abroad students from a partner university (includes tuition)

### This fee includes

- Accommodation
- Airport transport
- Transport between accommodation and campus on week days
- Company visits & cultural excursions on week days
- Welcome and farewell meal
- Health & liability insurance for the duration of the program

## APPLICATION PROCEDURE

### Step 1

Your university nominates you.

### Step 2:

You will receive a link to our online application form.

### Step 3:

Filled in the online application form? You'll receive an acceptance letter and invoice.

APPLICATION DEADLINE: 1 May 2022

## USEFUL WEBSITES

HAN University of Applied Sciences: [www.hanuniversity.com](http://www.hanuniversity.com)

Public transport: [www.9292.nl/en](http://www.9292.nl/en); [www.ns.nl/en](http://www.ns.nl/en)

Tourist information:

- [www.en.visitarnhem.com](http://www.en.visitarnhem.com)
- [www.iamsterdam.com/en](http://www.iamsterdam.com/en)
- [www.holland.com](http://www.holland.com)