

Arnhem Business School - The Netherlands

# Summer Course



**Course dates**

23 June - 12 July 2019



## European Culture, Business and Entrepreneurship

Are you looking for an enjoyable and valuable international experience studying abroad? Why not try something different next summer? Join us for the Summer Course in European Culture, Business and Entrepreneurship at Arnhem Business School.

### About the Summer Course

During this course, you will become acquainted with Dutch and other European cultures. You will also learn about European business policies and practices and develop the personal competences needed to do business in Europe. The course includes lectures, workshops, company visits and excursions. You are free to make your own plans for sight-seeing or travel on weekends.

All classes for this three-week Summer Course will be taught entirely in English and will cover topics such as business strategy development, entrepreneurship, business processes, budgeting, personal branding, creative thinking, and Dutch culture and history. You will also participate in interactive workshops on skills and personal development. The ongoing assignment for the course is 'The Quest', a group research assignment on a particular topic. You will also take part in several team-building exercises. Company visits and guest lectures complete the programme.



## Course fees

- € 1,500 for undergraduate students on the basis of exchange. This applies only to students from partner universities with prior nomination by their home university
- € 2,500 for undergraduate students

### This fees includes

- Accommodation in a Bed & Breakfast
- Transport from and to the airport
- Transportation between accommodation and campus on week days
- Excursions and company visits
- Welcome and farewell meal
- Health and liability insurance for the duration of the course.

## How to apply

The Summer Course is open to all undergraduate students of our partner institutions abroad. For non-native speakers of English, the equivalent of an IELTS score of at least 6.5 is required. If your university nominates you, you will receive a link to our online application form. You can also send an email to [incomingexchange.ABS@han.nl](mailto:incomingexchange.ABS@han.nl).

### Application deadline

1 April

## More about Arnhem Business School

Arnhem Business School (ABS) forms part of HAN University of Applied Sciences. HAN offers just about every type of professional course in a wide range of fields: education, social studies, commerce, communication, business administration, law, economics, engineering, built environment, applied sciences, IT and communication, health, nursing, and sport & exercise. Students can choose from a total of 63 Bachelors courses, numerous exchange courses and 19 Masters courses. Our courses combine a solid theoretical basis with practical application in the field so that students are well positioned to enter the job market as soon as they graduate.

ABS operates from within the Faculty of Business, Management & Law and offers two English-taught Bachelors courses: International Business and Communication. With around 1,000 students from 30 different countries, its main objective is to enhance employability and internationalisation.

*'The course content was not only business focused; it also included personal development and social entrepreneurship, which were greatly valued'*

## During the 3 week Summer Course in the Netherlands, 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 during which you gather relevant data, carry out research, propose a particular strategy and come up with solutions for real life business or cultural issues;
- visit local companies and entrepreneurs.

*'The course exceeded our expectations: in particular how much fun, interactive and relevant the course material is'*

## More about Arnhem

HAN University of Applied Sciences is situated in the eastern part of the Netherlands. It's just a few kilometers from the German border, but also within easy distance from Amsterdam, London, Paris, Brussels and Berlin. The Netherlands is truly in the heart of Europe! The east of the country offers a typical Dutch landscape with charming scenery like wide rivers, bridges, dikes and polders. The Netherlands is known for its cultural diversity and relaxed cosmopolitan lifestyle.

The city of Arnhem offers a variety of eye-catching attractions, from fashion to history, museums to pubs, and concert halls to nightclubs. Arnhem is located at the very centre of the province, sprouting up out of lovely green surroundings with the Veluwe national park on one side and the lush floodplain area on the other.

### Useful links:

- [han.nl/abs-shortcourse](https://han.nl/abs-shortcourse)
- [arnhembusinessschool.com](https://arnhembusinessschool.com)
- [studyinholland.nl](https://studyinholland.nl)
- [arnhemnijmegencyregion.nl/en](https://arnhemnijmegencyregion.nl/en)
- [Arnhem Business School Winter/Summer Course](#)

## Business

### Interactive lectures

- Business Strategy Development
- Business processes
- Consumer behaviour
- Entrepreneurship
- Research Proposal'
- Behavioural / experimental economics
- Financial modeling
- Experiential learning

## European Culture

### Training and lectures, experiential learning

- Dutch culture, history & society
- Intercultural competences
- European cultures
- Networking
- Experiential learning

## Group Dynamics

- Personal management / management skills
- Meet & greet with local entrepreneurs
- Communication skills & culture
- Personal branding
- Team building
- Entrepreneurial skills
- Presentation skills
- Experiential learning

Join us at  
Arnhem Business  
School in the  
Netherlands next  
summer!

## Fact check

### Course load

- Contact hours: 75
- Self-study hours: 25

### Group size

- maximum of 25 students

### Accommodation

- in downtown Arnhem + breakfast; included in course fee

### Your travel

- Amsterdam Schiphol airport, pick-up service from and to airport included.

### Visa information

- [www.studyinholland.nl/practicalmatters/visas-and-permits](http://www.studyinholland.nl/practicalmatters/visas-and-permits)

### The vibe

- be creative, think outside of the box and learn by doing!

**Interested?**

Send an email to  
[incomingexchange.ABS@han.nl](mailto:incomingexchange.ABS@han.nl)

## Arnhem Business School

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🌐 [www.han.nl/english](http://www.han.nl/english)

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▶ HAN

## Colophon

### Realisation

International Relations  
FEM

### Design

Osage

### Execution

Emotion

### Photography

Eric Scholten

*Please note that the  
information in this  
brochure is subject  
to change.*