

WINTER SCHOOL

EUROPEAN CULTURE, BUSINESS AND ENTREPRENEURSHIP

WANT TO HAVE AN ENJOYABLE,
VALUABLE INTERNATIONAL
EXPERIENCE STUDYING ABROAD? TRY
SOMETHING DIFFERENT NEXT
WINTER. JOIN US AT HAN UNIVERSITY
OF APPLIED SCIENCES IN THE
NETHERLANDS

OPEN UP NEW HORIZONS.

HAN UNIVERSITY
OF APPLIED SCIENCES

ABOUT THE WINTER SCHOOL_

During this 3-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. The program includes lectures and workshops. Company visits and excursions. You're free to make your own plans for sight-seeing or weekend travel.

Classes for this Winter School cover various topics. All taught in English! 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 and guest lectures complete the program.

PROGRAM DATES:

4 - 22 January 2021

DEADLINE FOR APPLICATION:

25 October 2020

INFORMATION

ABOUT HAN UNIVERSITY OF APPLIED SCIENCES

HAN University of Applied Sciences offers loads of professional programs in a wide range of fields. Think about education, social studies and commerce. Communication, business administration and law. Economics, engineering and built environment. Applied sciences and IT & communication. And health, nursing and sport & exercise. Choose from 63 bachelor programs, 19 master programs and numerous exchange programs. All of which combine a solid theoretical basis with practical application in the field. So you're well positioned to enter the job market as soon as you graduate.

HAN International School of Business offers 2 English-taught bachelor programs: International Business and Communication. We have around 1,000 students from 30 different countries. And our main objective is to enhance your employability and internationalization.

ABOUT ARNHEM

HAN University of Applied Sciences is situated 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, Brussels and Berlin. The Netherlands is truly at the heart of Europe! The east of the country offers a typical Dutch landscape with charming scenery. Wide rivers, bridges, dikes and polders. This is a country known for cultural diversity and a relaxed, cosmopolitan lifestyle.

The International School of Business is situated on the 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. It virtually sprouts up out of lovely green surroundings. The Veluwe national park on one side. The lush floodplain area on the other.

PROGRAM FEES

- € 1,500 for Exchange students from partner institutions
- € 2,500 for Study Abroad students from partner institutions (includes tuition)

This fee includes

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

DURING THE 3 WEEK WINTER 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

PROGRAM CONTENT

Business

Interactive lectures

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

European Culture

Training and lectures

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

Group Dynamics

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

Excursions & Travel

- Company visits & cultural excursions on week days
- Travel to other parts of The Netherlands and Europe on weekends (not included in the fee)

DID YOU KNOW?



- The Netherlands is the lowest country in Europe
- The Netherlands is home to more bikes than people
- Tulips are not native to The Netherlands
- Orange is the national color as the monarchy is from the House of Orange
- The Dutch introduced orange carrots to the world
- Dutch artists are world famous
- There are over 1,000 windmills still standing from 1850
- English is widely spoken in The Netherlands



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

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



IN SHORT



Location
Arnhem



Language
English



Level
Bachelor



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



Group size
maximum of 25 students



Course dates
4 - 22 January 2021



Accommodation
In downtown Arnhem + breakfast; included in the course fee



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



The vibe
Be imaginative, work together and learn by doing!

OPEN UP NEW HORIZONS.

ADMISSION REQUIREMENTS

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

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

25 October 2020.

INTERESTED?

Send an email to incoming.business@han.nl

Useful websites:

www.hanuniversity.com - European Culture, Business & Entrepreneurship

www.arnhemnijmegenregion.nl

www.studyinholland.nl

Visa information

www.ind.nl/en/short-stay

JOIN US AT HAN UNIVERSITY OF APPLIED SCIENCES IN THE NETHERLANDS NEXT WINTER!

HAN CAMPUS ARNHEM

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QUESTIONS?

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SOCIAL

International School of Business
 [isbinternationalcommunity](https://www.instagram.com/isbinternationalcommunity)