

# **SUMMER COURSE**

## ***Doing Business in Europe***



**20 June - 10 July 2015**

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 *“Doing Business in Europe”* at Arnhem Business School (ABS), part of HAN University of Applied Sciences.

### ***European cultures and business***

By participating in the 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 a trip to the European Parliament in Brussels and a Meet & Greet with local entrepreneurs. There will be no planned activities on the weekends, so you are free to make your own plans for sight-seeing or travel.

During this three week summer course all classes are taught entirely in English and include topics such as Business Strategy Development, Business Processes, Consumer Behaviour, Entrepreneurship and European Marketing. Other classes will focus on European and Dutch culture and you will also participate in interactive workshops on skills and personal development. The ongoing assignment in this course is The Quest, which is an individual research assignment on a particular topic. In addition you will take part in several team building exercises.

### ***Course fee***

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



### ***How to apply***

Download the application form from our website [www.han.nl/english](http://www.han.nl/english) → International Programmes → Summer Courses, or send an email to [Ingrid.LeCoultre@han.nl](mailto:Ingrid.LeCoultre@han.nl). Deadline for application: **1 April 2015**

**JOIN US AT ARNHEM BUSINESS SCHOOL IN THE NETHERLANDS NEXT SUMMER!**



### ***Travelling to the Netherlands***

**Airport:** Amsterdam Schiphol Airport

**Pick-up service** by coach from and to Amsterdam Schiphol Airport on Saturday 20 June in the afternoon and Friday 10 July in the morning.

**Arrival day:**  
**Saturday 20 June 2015**

**Departure day:**  
**Friday 10 July 2015**

### ***Accommodation***

Accommodation for all participants in the Summer Programme is provided in shared houses (holiday bungalows) at Resort '**De Zeven Heuvelen**' ("Seven Hills") in Groesbeek, a small town close to Nijmegen.

Each bungalow:

- sleeps up to six people in shared (2 persons) bedrooms
- has a fully equipped kitchen to prepare your own meals
- contains a set of bed linen and bath towels per person
- is equipped with a **free wireless internet** connection

Furthermore:

- The resort features excellent **gym/sporting facilities** on the premises, including a small indoor pool and spa that is free of charge for you
- **Laundry facilities** are available on the premises. Tokens for the use of these facilities may be purchased at the reception (€5)
- There is a frequent **public bus** that takes you to school in Nijmegen in 25 minutes. On schooldays, this round trip is included in the programme fee. The last bus at night from Nijmegen Central Station to Groesbeek leaves at 00.30 hrs on weekdays.

### ***Arnhem/Nijmegen***

Classes during the Summer Course take place in Nijmegen. HAN University of Applied Sciences also has a campus in Arnhem, which is closely connected with Nijmegen. The distance between them is 25 kilometres or 30 minutes by train.

Nijmegen is the oldest city in the Netherlands and equals Arnhem in size and beauty. Both cities were heavily bombed during WWII but still have a lot of historic value. Our campus in Arnhem was completely renovated in 1998 and the school area in Nijmegen has been relocated and partly reconstructed a few years ago. It is now part of a true 'academic village' sharing buildings and facilities with the old Radboud University.

**Useful links:** [www.iamsterdam.com](http://www.iamsterdam.com) ; [www.airbornemuseum.com](http://www.airbornemuseum.com); [www.goholland.com](http://www.goholland.com);  
[www.ns.nl](http://www.ns.nl) ; [www.eurail.com](http://www.eurail.com) ; [www.stayokay.com](http://www.stayokay.com); [www.vvvarnhemnijmegen.nl](http://www.vvvarnhemnijmegen.nl)