



Summer  
Course **2018**

Arnhem  
Business School

**The Netherlands**

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# Introduction

## The Netherlands

The Netherlands is a Kingdom. Its official name is the Kingdom of the Netherlands. The country's name in Dutch is *Nederland*, meaning "low country" and refers to the fact that much of the land is at or below sea level. The Netherlands is often called "Holland", a name derived from the names of the two western coastal provinces, North and South Holland, that were the most developed and wealthiest parts of the country in the seventeenth century and played a dominant role in the country's history.

Dutch society is home to over 190 different nationalities. For decades the country's historical ties with other parts of the world have brought people of non-Dutch origin to settle in the Netherlands, which makes the Dutch generally open-minded and tolerant towards foreigners. This cultural diversity has made the Netherlands a place where knowledge, ideas and cultures from all over the world come together.



## **The Dutch Education System**

Dutch higher education distinguishes between two types of universities: research universities and universities of applied sciences. Research universities focus on independent research-oriented work in an academic or professional setting, while universities of applied sciences focus on the applied arts and sciences, preparing students for specific professions. HAN is a university of applied sciences, which means it trains students for specific professions and has a strong emphasis on the practical application of knowledge. Acquiring practical work experience through internships is an integral part of professional study programmes. Like many other universities, HAN University of Applied Sciences maintains close ties with the professional field and its graduates are very successful in the labour market.

The Dutch system of higher education enjoys a worldwide reputation for high quality. The Dutch accreditation council, NVAO (Netherlands-Flemish Accreditation Organisation), monitors the quality of higher education in the Netherlands. The study programmes offered at HAN University of Applied Sciences have all been accredited by the NVAO.

### **Teaching Methods**

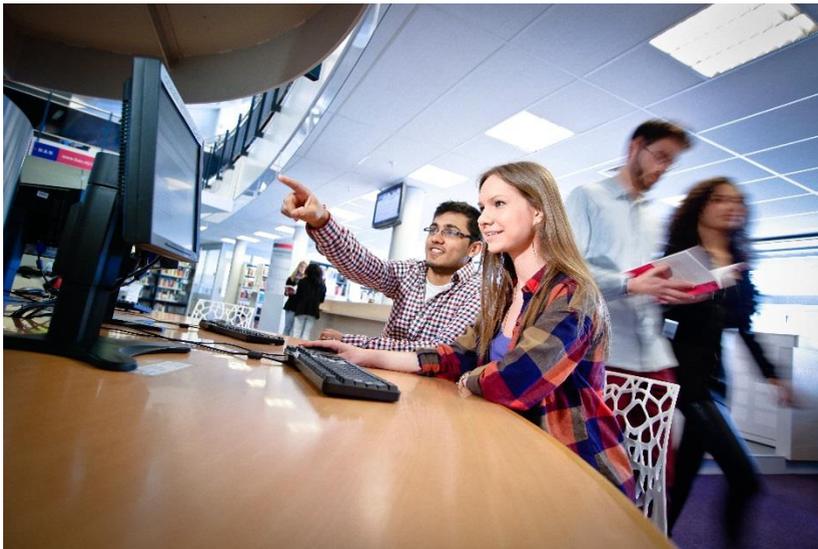
The Dutch way of teaching can be described as interactive and student-centered, providing students with both the attention and freedom they need to develop their own opinions and creativity in applying new knowledge. An important feature of higher education in the Netherlands is the Problem-Based Learning system, which trains students to analyze and solve practical problems independently through an emphasis on self-study and self-discipline. Emphasis is placed on writing papers, working in groups to analyze and solve specific problems and acquiring practical work experience through internships.

## Global scope

*Holland may be small in size, its economy and culture definitely are not!*

Students interested in being part of a global economy can benefit from spending time abroad, either studying or working in a foreign country. The Netherlands offers ample opportunities for students seeking valuable educational experiences. The country has a modern economy with a highly developed services sector. Internationally, the Dutch are leaders in water management and the eastern part of the country, where HAN University of Applied Sciences is situated, attracts many multinational companies due to its prime location between the major port of Rotterdam and the German industrial area.

For more information: [www.nuffic.nl/en](http://www.nuffic.nl/en)



## HAN University of Applied Sciences

With campuses in the cities of Arnhem and Nijmegen, HAN University of Applied Sciences (HAN UAS) offers professional courses to over 30,000 students. We offer almost every type of professional course in the following fields: Education, Social Studies, Commerce, Communication, Business Administration, Law, Economics, Engineering, Built Environment, Applied Sciences, IT and Communication, Health, Nursing, and Sport and Exercise. Within these domains students can select from 65 Bachelors, 20 Masters and 150 minors (elective one-semester units). Of these, 6 Bachelors, 7 Masters and 20 exchange courses are taught in English and are open for international (English speaking) students.

### Location

HAN University of Applied Sciences is situated in the eastern part of the Netherlands, near the German border. Visitors to this part of the country will be charmed by the typically Dutch scenery of wide rivers, bridges, dikes and polders, set against a background of woody hills and small towns. The twin cities of Arnhem and Nijmegen (only 15 km apart) accommodate HAN University of Applied Sciences, one of the fastest growing universities of applied sciences in the country.



### Partner Universities and International Projects

HAN University of Applied Sciences has established many partnerships with universities and institutions all over the world. We recognize the importance of being part of a global network and exchanging ideas about higher education and internationalisation with our partners in different parts of the world.

For more information: [www.han.nl/english](http://www.han.nl/english)

## Arnhem Business School

Arnhem Business School (ABS) is the international business faculty within HAN University of Applied Sciences and offers four English-taught Bachelors courses: International Business and Management Studies, Logistics Management (Economics), Communication, and Finance and Control. With around 1,000 students from 30 different countries, its main objective is to enhance employability and internationalisation.

The Bachelors courses we offer are 4 year degree courses, including one semester (21 weeks) of internship within a company in The Netherlands or abroad. We also urge students to spend a semester of study abroad to broaden their horizon and increase their knowledge of another culture and language. In return, we offer an Exchange Course at Arnhem Business School, in which 150 to 200 students from our partner universities around the world participate each year.



## Summer Course: European Culture, Business and Entrepreneurship

Arnhem Business School has been hosting students from our international partner universities for many years in our three week summer course. During this three week summer course, taught in English, students will follow classes on 'European Culture, Business and Entrepreneurship' and participate in interactive workshops that focus on skills and personal development. The ongoing assignment in this course is *The Quest* which is an individual research assignment. In addition they will take part in several team building exercises.

### Course dates

The course is offered from **23 June – 14 July 2018** on our campus in Arnhem.

### Application

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.

### Deadline for application: 1 April 2018

### Course fee

- **€ 1,500** for undergraduate students on the basis of exchange – no tuition fee is charged. It applies only to students from partner universities with prior nomination by their home university
- **€ 2,500** for undergraduate students, including tuition fee



The course fee includes:

- Accommodation
- Transport from and to the Airport
- Transportation between accommodation and campus on week days
- Excursions and company visits
- Welcome and farewell dinner
- Medical insurance for the duration of the course

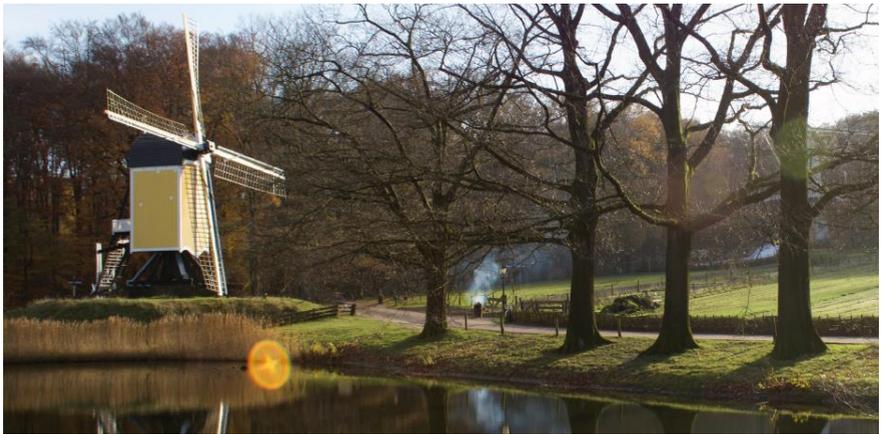


### **Contact hours**

The course consists of a total of 75 contact hours (including classes, presentations, excursions and company visits). Students will also need to spend an additional 25 hours on homework, preparation and self-study.

### **Credits**

Course credits are set and awarded by the student's home institution in consultation with Arnhem Business School.



## Course Content

**During the 3 week Summer Course in the Netherlands, students will:**

- Receive an introduction to various specific aspects of European and Dutch culture and history.
- Learn about the workings and achievements of European economy.
- Study the strengths and weaknesses of the economies of the different EU-countries in a global perspective.
- Study various aspects of the designing and improvement of business processes.
- Discover that consumers in different European countries behave in different ways. To be able to develop an effective marketing and promotional strategy it's important to learn how to distinguish between different national characteristics.
- Work on their personal competences and skills in doing business.
- Work together in team building exercises.
- Work individually on a 'quest'; gather relevant data, carry out research, propose a particular strategy and come up with solutions for real life business or cultural issues. This is all part of the Quest and final assignment.
- Visit local companies/entrepreneurs

**The summer course consists of several modules relating to European Culture, Business and Entrepreneurship:**

1. The following subjects are taught:
  - Dutch and European culture
  - Creative thinking
  - Business Plan
  - Business Processes
  - Entrepreneurship
  - European Marketing
  - Budgeting

2. Interactive workshops focus on skills and personal development and competences, such as branding, communication skills, entrepreneurial skills, presentation skills and team building.
3. During the course a lot of time is reserved for company and cultural visits in and around Arnhem.
4. The ongoing assignment in this course is the “Quest”. This is a research project on a given topic relating to European Culture, Business and Entrepreneurship, using a combination of theoretical input and personal qualities. Each group of students presents their Quest at the end of the programme.



All classes and workshops are taught in small groups with a maximum of 25 students per group. The students receive a lot of personal attention and coaching and are encouraged to be creative, think critically, i.e. “think outside of the box”. A large focus is placed on “learning by doing”.



## Arnhem Campus

Address: Ruitenberglaan 31  
6826 CC Arnhem  
The Netherlands

Telephone number: +31(0)24 369 11 11

Opening hours: 08:00–18:30 Mon-Fri



### **Digital facilities**

Computers are available on campus for students to use freely, but students are also encouraged to bring their own laptops. Announcements may be made by e-mail or distributed through other 'digital learning environments'. Therefore, it is necessary to have access to the HAN digital network and to make use of your so called HAN Account. Wifi is available in all the buildings on campus.

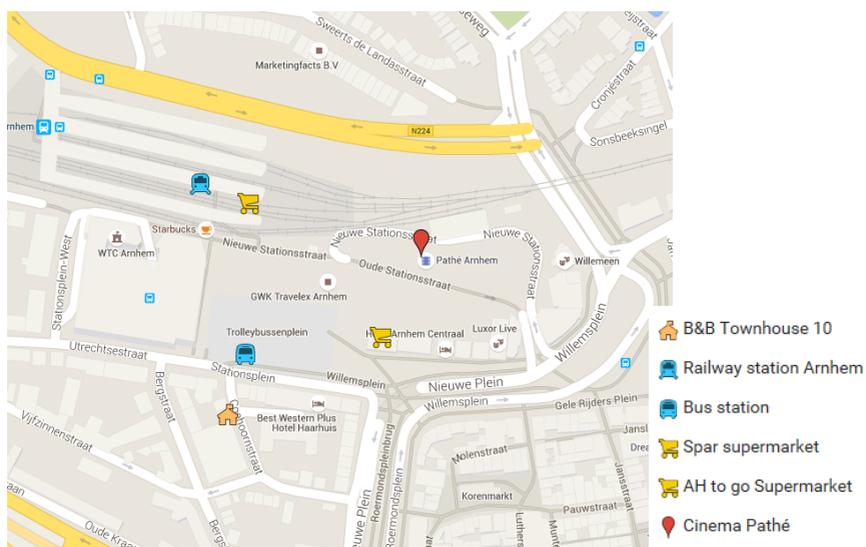
## Accommodation

Students will stay off campus in *Bed & Breakfast Townhouse 10* located in a beautiful, monumental building in the city centre, opposite the Arnhem train and bus station, with a view of the station square. Free Wifi is included throughout the building.

Accommodation is based on bed and breakfast and students will have access to a common room where they can socialise freely. Other meals are for the students' own cost, either on campus or in a variety of restaurants in the city centre.

Address: Bed & Breakfast Townhouse 10  
Coehoornstraat 4  
6811 LA Arnhem  
The Netherlands

 [www.townhouse10.nl](http://www.townhouse10.nl)



## Travel / Public Transport

### **Travel to The Netherlands**

The main airport in the Netherlands is Amsterdam Schiphol Airport. From there it is very easy to travel to other parts of Europe or The Netherlands, either by plane or by train. The train station is situated at Schiphol Airport.

### **Travel within The Netherlands**

Getting around the country is best done by train as they run smoothly and frequently and are a safe and affordable means of travel. Students will receive a public transport card, called “OV-chipkaart” on which credit is loaded and can be used on all forms of public transport within The Netherlands.

More information on [www.ov-chipkaart.nl](http://www.ov-chipkaart.nl)

In cities you can easily walk around on foot as the main railway stations are usually located in the downtown areas or are accessible by bus, tram or metro (subway).

### **International travel**

Apart from Amsterdam Schiphol Airport, the Netherlands also has a number of smaller (international) airports such as Rotterdam and Eindhoven airports. In addition, there is a small international airport just across the border in Germany, that offers cheap flights to for instance London, Edinburgh, Barcelona and Rome. See [www.airport-weeze.de](http://www.airport-weeze.de) for more information.

## Immigration requirements

Depending on their nationality, students may require an entry visa (short stay visa) to travel to the Netherlands.

- Nationals of one of the following countries, will not require an entry visa: members of the European Union and EEA, Australia, Canada, Japan, Monaco, New Zealand, South Korea, Switzerland and USA.
- Nationals of any other country not mentioned above will require an entry visa.



For more information: <https://www.studyinholland.nl/practical-matters/visas-and-permits>

## Arnhem City Region

Classes during the Summer Course take place in Arnhem. Arnhem is the capital city of the province of Gelderland and, although it was heavily bombed during WWII, it still has a lot of historic value.

Arnhem has everything a student could wish for: museums, theatres, excellent sports facilities and a hip nightlife. Arnhem has something for everyone!

Find out more about the area of Arnhem and Nijmegen, go to [www.vvvarnhemnijmegen.nl](http://www.vvvarnhemnijmegen.nl)

### Things to see and do

Arnhem has a range of restaurants, bars and cafés in the city centre. These are centered around the two popular market squares: 'Korenmarkt' and 'Jansplein'.



Some interesting places to visit near Arnhem are:

- The Kröller Möller Museum: <http://krollermuller.nl/visit>
- The Airborne Museum: <http://en.airbornemuseum.nl/visit>
- The Open Air Museum: <http://www.openluchtmuseum.nl/>
- Burger's Zoo: <http://www.burgerszoo.nl/>

### Other useful websites

- Study in Holland: [www.studyinholland.nl](http://www.studyinholland.nl) – here you will find practical information about living and studying in The Netherlands, including the cost of living
- Dutch weather: <https://www.yahoo.com/news/weather/netherlands/gelderland/nymegen-732073/>
- Amsterdam: [www.iamsterdam.nl](http://www.iamsterdam.nl)
- Public transport:
  - trains [www.ns.nl](http://www.ns.nl) ;
  - general journey planner <http://journeyplanner.9292.nl>

## Fun Facts about the Netherlands

**Did you know that...**

one quarter of the Netherlands is below sea level?

the Netherlands was one of the European Union's founding nations?

Rotterdam is the largest port in Europe, and in the top 3 worldwide.

the International Court of Justice is at the Peace Palace in The Hague?

the Netherlands still has about 1,000 traditional working windmills?

The Dutch were the first Europeans to discover Australia and New Zealand in the 17<sup>th</sup> Century. Australia was then name "New Holland" and New Zealand was named after the province of Zeeland. Tasmania was named after the Dutch explorer Abel Tasman.

New York City started as a Dutch colony called "New Amsterdam"?

Amsterdam is the capital of the Netherlands, but The Hague is the seat of government?

KLM Royal Dutch Airlines is the longest running national airline in the world?

Amsterdam has 1,281 bridges? Venice, by comparison, has 409.

The Dutch were the first to breed orange carrots, supposedly in honor of the House of Orange, which is the Royal Family?

the Dutch are the tallest people in Europe?

almost every Dutch person has a bicycle and there are twice as many bikes as cars?