

HAN University of Applied Sciences



THE NETHERLANDS

KINGDOM OF THE NETHERLANDS_

- Small, densely populated country in Western Europe
- 18 million inhabitants
- One quarter below sea level; reclaimed land; dikes
- Excellent public transport system
- “gateway to Europe!” → Port of Rotterdam / Amsterdam Schiphol Airport



DUTCH SOCIETY_

- Royal Family – House of Orange
- Small country → Internationally oriented
- Most people also speak English and French or German
- Quite flat → bike everywhere
- Love to travel!
 - Paris: 3 hours
 - London & Berlin: 5/6 hours



HAN UNIVERSITY OF APPLIED SCIENCES_

2 campuses in the twin cities of
Arnhem & Nijmegen

4 Disciplines

- Business, Management & Law
- Education
- Engineering
- Health & Social Studies

+/- 34,000 students



HAN International School of Business

ARNHEM_

- Near the German border
- 1 hour from Amsterdam
- 157,000 inhabitants
- 10,000 students
- World War II – Operation Market Garden
 (“a Bridge too Far”)



ARNHEM_

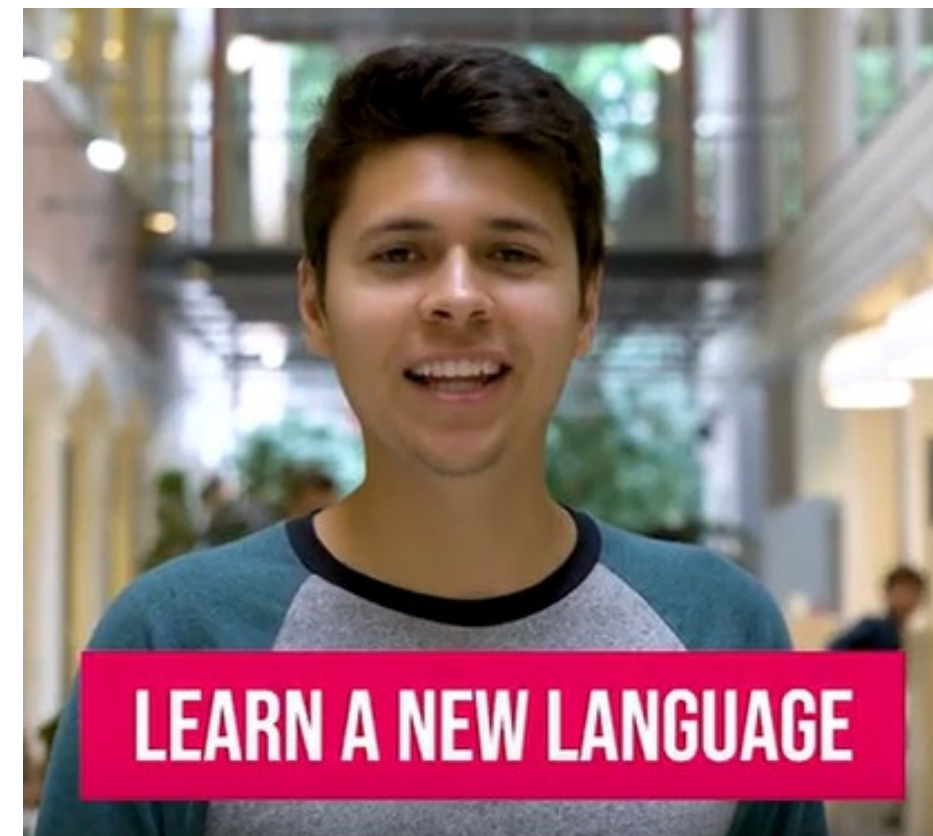


YouTube **SONS TO GO ON EXCHANGE IN THE NETHERLANDS_**

[Movie](#)



EXPERIENCE A NEW CULTURE



LEARN A NEW LANGUAGE



SEE NEW PLACES



PERSONAL DEVELOPMENT



MAKE FRIENDS FROM ALL OVER THE WORLD

WHAT TO EXPECT_

-  Amsterdam Schiphol Airport
-  to Arnhem
- Multimedia center, IT, cafeteria, café, campus shop
-  student discount
- Orientation before start of lectures
- Buddies
- Small classes
- Project based education / group work
- Informal contact with lecturers
- Academic coordinator / study coach
- Study with special circumstances
- Student counsellors / psychologists



EXCHANGE PROGRAMS_

International School of Business

Exchange Program:

1 or 2 semesters:

- 1st semester → September - January
- 2nd semester → February - July

Winter School: 3 weeks in January

Summer School: 3 weeks in June/July

- European Culture, Business & Entrepreneurship
- Supply Chain Management
- Data Driven Decision Making in Marketing

SEMESTER EXCHANGE PROGRAM_

Design your own program (30 ECTS)

Modules worth 7,5 ECTS each



- Business to business and Service Marketing
- Business & Cross-cultural Communication
- Business Ethics
- Business Performance Management
- Dutch Culture and Language
- European Integration
- E-Marketing and E-Commerce
- Event Management
- Finance
- International Marketing
- International Law
- International Distribution
- International Entrepreneurship
- Material Management

- Organisational Behaviour
- Project Dutch Economy in a global context

Full semester, Block exchange programs (30 ECTS)

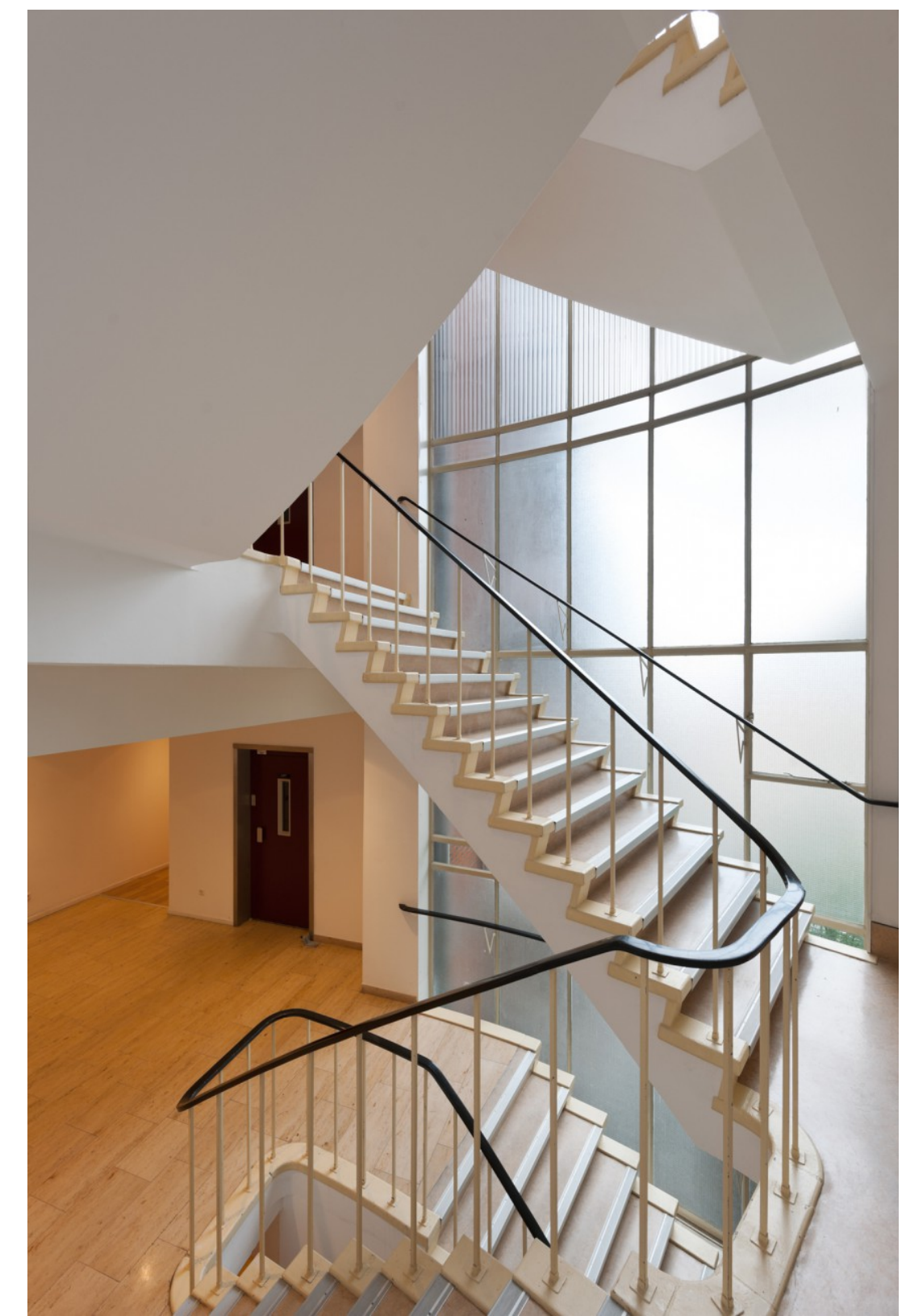
- Communication
- International Business → specializations in *Marketing & Sales; Organization & Change; Supply Chain Management; Finance*
- Asian Studies: Doing Business in China
- Latin American Business Studies
- Data Driven Decision Making in Business

Semester exchange ACCOMMODATION_

- guaranteed!
- shared apartments, furnished
- caretaker
- self-catering (no meal plan)
- single bedrooms
- international (exchange) students
- in Arnhem city centre
- within walking distance of bus & train station
-    to campus



Semester exchange
ACCOMMODATION_



STUDENT LIFE_

International Student Association (ISA):

- Guest speakers
- Trips
- Social events (films, parties)
- End of semester gala

Bars & restaurants in Arnhem city centre
“Korenmarkt”



WINTER / SUMMER SCHOOL_



Interactive lectures, workshops & skills training



Learning by doing



Small groups & personal coaching

2 week
Online
program

SUMMER: 21 June – 2 July 2021

WINTER: 1st 3 weeks of January 2022

Total workload: 100 hours

Credits: 4 ECTS



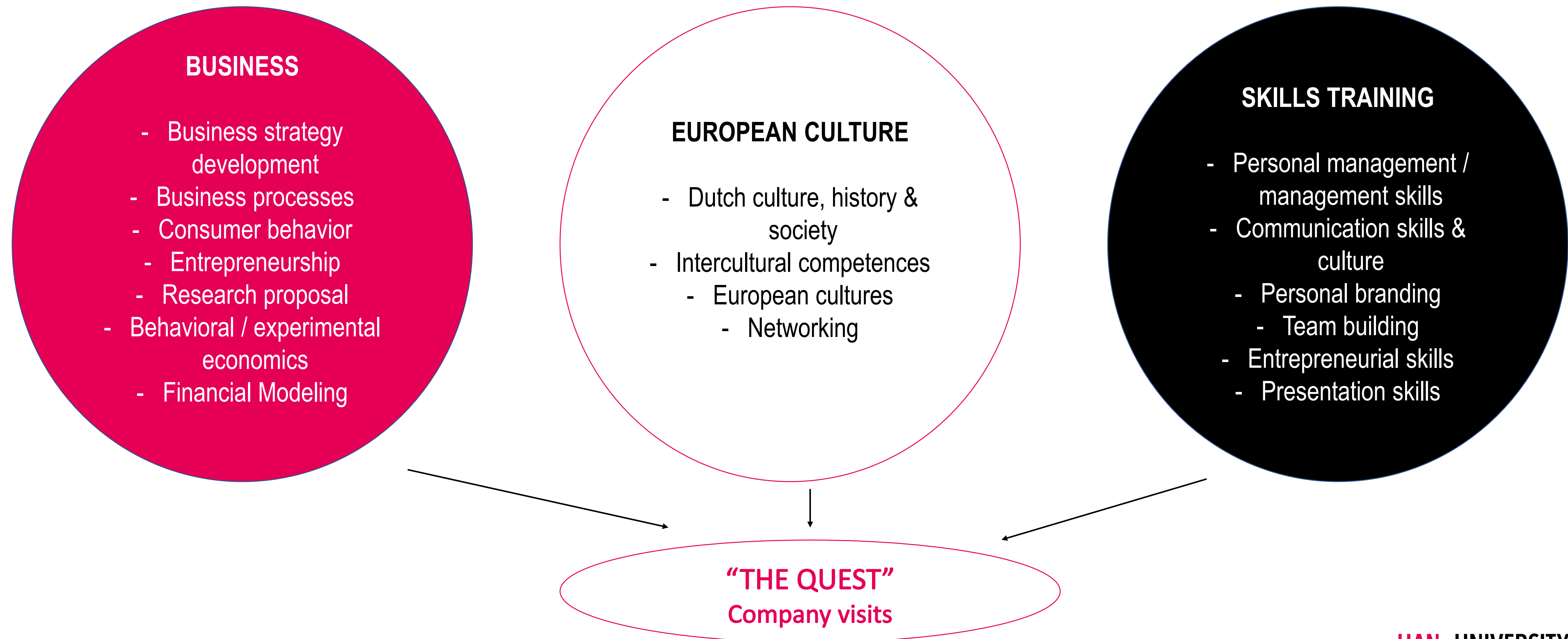
Group projects



Company visits & cultural excursions

Summer/Winter School (2022):

EUROPEAN CULTURE, BUSINESS & ENTREPRENEURSHIP_



Summer School:

SUPPLY CHAIN MANAGEMENT_

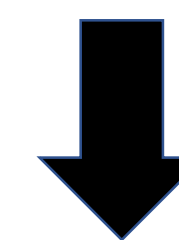
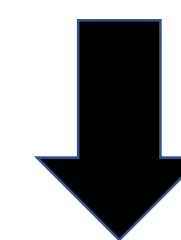
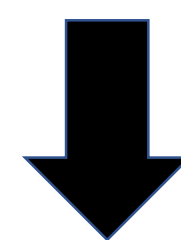
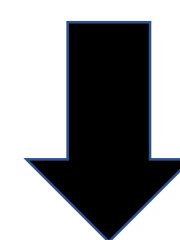


- Establishment of the world economy
- Sea and air freight: a trade-off
- Responsive supply chains & network design
- Consultancy presentation
- Intercultural management
- Visualizing supply chains

- Forecasting in the future
- Dutch & other cultures
- The Fresh Connection: web-based business simulation game
- Online social activities
- 21st century skills!

Synchronous lectures:

Monday-Friday, 3pm – 7pm (CET)



Case study: Samsonic
Fully re-design their western European supply chain

Summer School: DATA DRIVEN DECISION MAKING IN MARKETING_

NEW!

Foundation course:

Data science for business

Data preparation

Storytelling with data

Data mining – a tour of models

Introduction to modelling

Marketing & Sales:

Clustering & market segmentation

Market basket analysis

Sentiment analysis

Online social activities

21st century skills

Synchronous lectures:

Monday-Friday, 9am–1pm (CET)

GROUP PROJECT

**ONLINE
in 2021**

Summer/Winter School
ACCOMMODATION_

Vesting 10, B&B



Stayokay youth hostel



WEEKENDS_

Time to...

discover The Netherlands



or other parts of Europe



EXPECTED COSTS (2021)_



Semester exchange

- Visa/residence permit: €174
- Health & liability insurance: ± € 54
- Accommodation: ± €450
- Food & public transport: ± €300
- Books & study materials: € 50
- Miscellaneous: € 20

Total ± €1000 per month

Winter/Summer School

All inclusive Fee

On location:

- €1,500 on the basis of exchange
- Add: ± €20 per day for meals
- Total: ± €2000

Online summer school:

- €150

INFORMATION_



www.hanuniversity.com →
exchange programs / short courses



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International Relations Officer



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→ 5 reasons to go on exchange in
The Netherlands
→ HAN International – ISB campus
tour



HAN University of Applied Sciences
HAN International School of Business



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**OPEN UP
NEW
HORIZONS.**

