

**Are you ready for  
the ultimate  
Inholland experience?**

Summer School  
Doing Business in Europe 2018

# Inholland University of Applied Sciences welcomes students to our two weeks' Summer School in the beautiful cities of Alkmaar and Amsterdam

## **The ultimate Inholland experience**

Students will get the unique opportunity of learning the basics of doing business in Europe, meeting with Dutch students and lecturers, while getting the best of both worlds: students will experience both authentic Dutch culture in the city of Alkmaar (week 1) and in the cosmopolitan city of Amsterdam with its rich heritage (week 2). The distance between the two cities is no more than 40 km (40 min on the train), but there is a world of difference between them.

Amsterdam is the economic centre of the Netherlands. This multi-faceted city is famous for its long and interesting history, rich cultural life and an increasingly diverse population. Diversity and inclusion form the core of Amsterdam: it houses people from 180 nationalities. Amsterdam is one of the most competitive business locations in the EU; the city is dynamic, and constantly adapting and changing. Rapid prototyping of new concepts, services, products and new business models are made possible by Amsterdam's flourishing and vibrant start-up scene, which functions as an accelerator for innovation, exploration and inspiration.

Alkmaar is a pleasant medium-sized medieval city with a beautifully preserved city centre and has the added advantage of being near to the seaside with its broad and lovely beaches.







### **Topics**

The programme will feature several themes: Venturing/Entrepreneurship (1 ECTS), Cross-cultural Communication & Awareness (1 ECTS), Innovation and Creative Thinking (1 ECTS). This broad programme contains real-life business cases, practical assignments and workshops by experienced lecturers, company visits and exciting social activities.

### **Credits**

After completion of the programme, students will be awarded 3 ECTS, which is the equivalent of 84 study hours. Students will also receive a certificate of attendance.



## **Fees**

We offer this summer school programme free of charge to students of our partner universities in North America, selected EU-partners, Businet European network partners, and to Inholland students. Most meals and accommodation are for students' own account. We charge a sum of € 150 as a contribution towards welcome & farewell dinners and excursions.

## **Number of participants**

The course is guaranteed to take place. The maximum number of participants is 30: 10 students from North-American & Latin-American partners, 10 students from our Businet European network/EU exchange partners and 10 Inholland students. Acceptance of applications is on a first-come, first-served basis.

## **When**

The summer school will start on 01 July 2018 and will end on 14 July 2018.

## **Accommodation**

Alkmaar: King's Inn Hostel (two-bedded room; 6 nights)  
[www.kings-inn.com](http://www.kings-inn.com)

Amsterdam: Via Amsterdam Hostel (two-bedded room)  
[www.viahostels.amsterdam](http://www.viahostels.amsterdam). Overall accommodation fee (including breakfast and tax; 7 nights): € 600.

## **Wishing to extend your stay?**

Students interested in extending their stay in Europe will be offered support by our Tourism and Leisure Faculty in planning their European adventure tour.

## **Application**

Please submit your completed and signed application form before 16 March 2018 to [marlies.springorum@inholland.nl](mailto:marlies.springorum@inholland.nl)