

Are you ready for the ultimate Inholland experience?

Summer School

Doing Business in Europe 2019

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

The 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 (1.5 ECTS credits), Cross-cultural Communication & Awareness (2 ECTS credits), and Innovation and Creative Thinking (1.5 ECTS credits). 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 5 ECTS credits, which is the equivalent of 140 study hours. Students will receive a Transcript of Records as well as a certificate of attendance. There will be some preliminary reading before arrival and submittance of a report afterwards.

Fees

We offer the summer school programme free of charge to students of our partner universities in North America and Latin America, selected EU-partners, Businet European network partners, and 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. We aim at an interesting mix of students from North-American & Latin-American partners, students from our Businet European network/EU exchange partners and Inholland students. Acceptance of applications is on a first-come, first-served basis.

When

The summer school will start on 30 June 2019 and will end on 13 July 2019.

Accommodation

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

Amsterdam: Via Amsterdam Hostel (two-bedded room dependent on availability) www.viahostels.amsterdam.

Overall accommodation fee (including breakfast and tax; 7 nights): € 693.

Indicate on the application form whether you wish us to arrange this accommodation for you. We strongly advise you to do so in view of the scarcity of accommodation in both Alkmaar and Amsterdam. Please refer to our website for our cancellation policy.

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 apply through our website at inholland.com/summerschool. The application deadline is 19 April 2019. If you wish to receive more information, please send an email to summerschool.bfl@inholland.nl

