



Hanze  
University of Applied Sciences  
Groningen

# HANZE

# SUMMER SCHOOL

## Courses 2019



**share** your talent. **move** the world.





**Hanze**  
**University of Applied Sciences**  
Groningen

# Welcome to the Hanze Summer School

Over the past few years we have worked hard to make the Hanze Summer School what it is today. We now offer a range of summer courses designed to provide the knowledge and insights that you will need in your future career. We also arrange exciting social activities that show you the highlights of student life in Groningen and help you adapt to the culture here. Many of our courses also include diverse field visits and business excursions to big multinationals.

All in all, we offer a programme in which 'something happens every day!' I wish you a most pleasant stay.

Best regards,

*Paul Ganzeboom,  
Dean of the International Business School and initiator of  
the Hanze Summer School 'Doing Business in Europe'*



This year's Summer School promises to be the best one yet. We are offering courses in a number of fields, ranging from business, health and communication to the history of Camp Westerbork.

As a university of applied sciences, we focus on academic knowledge and its practical application. As a result, you will not only be taught by our dedicated lecturers, but will also experience the practical side of your field of study on field trips and business excursions.

Groningen is a wonderful city in which to spend a few weeks studying. With a population of over 200,000, including some 50,000 students, it is one of the top student cities in The Netherlands. You will feel right at home here and are guaranteed to have a stimulating learning experience.

For more information see our website  
[www.hanzegroningen.eu/summerschool](http://www.hanzegroningen.eu/summerschool)

You can apply online and follow us on social media:

 [facebook.com/hanzesummerschool](https://facebook.com/hanzesummerschool)

 [@hanzesummer](https://twitter.com/hanzesummer)

 [hanzesummerschool](https://www.instagram.com/hanzesummerschool)

Hope to see you this summer!

Best regards,

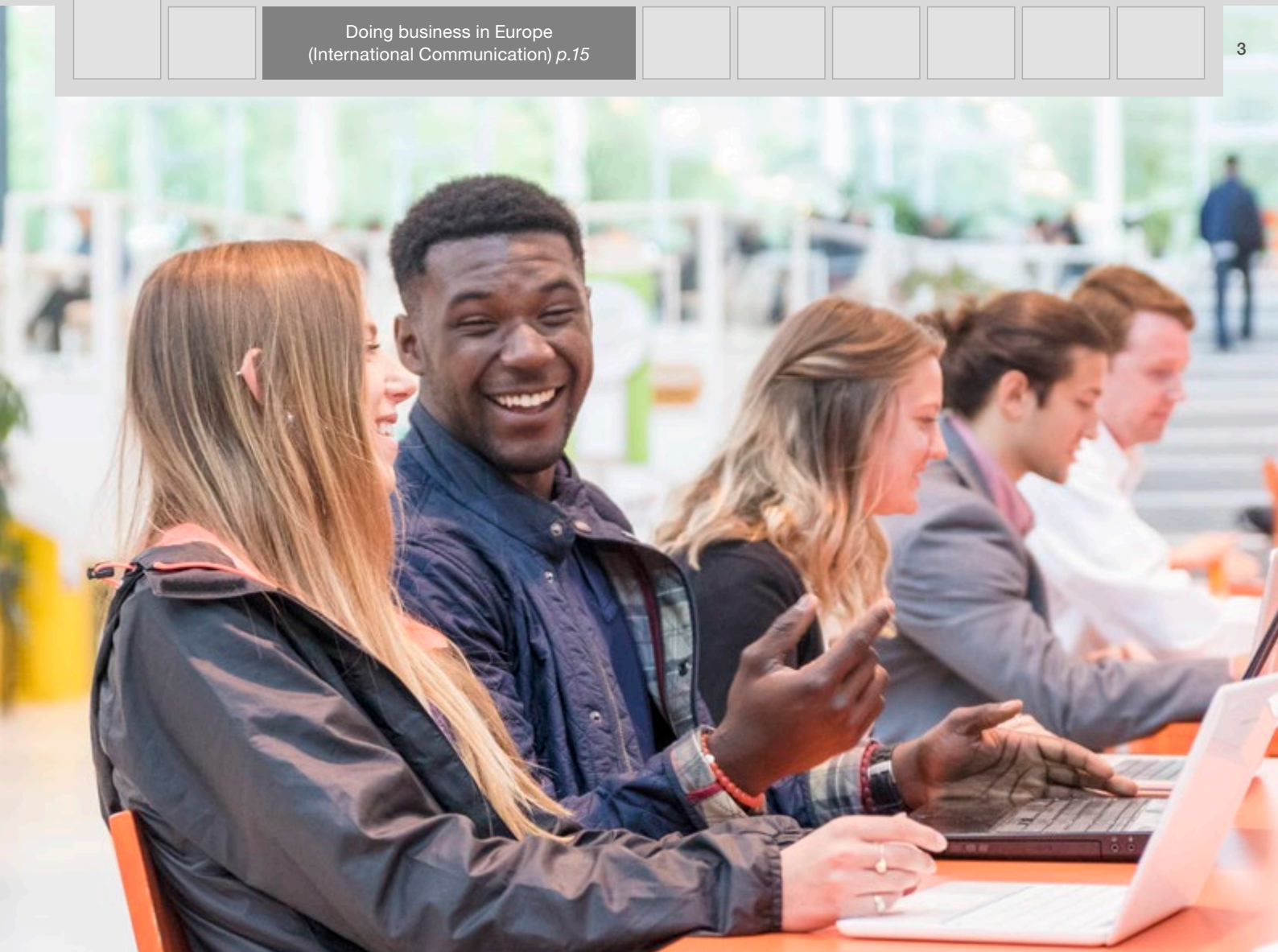
*Carst Buissink,  
Coordinator International  
Health Care School*

*Ingrid Siepel,  
Project Manager  
Hanze Summer School*



# Course Schedule 2019

| Month | May |   |    | June |   |    |    | July |    |    |    |
|-------|-----|---|----|------|---|----|----|------|----|----|----|
| Week  | 20  | 21  | 22 | 23   | 24  | 25 | 26 | 27   | 28 | 29 | 30 |
|       |     |   |    |      | Honours Summer School<br>Holocaust Remembrance<br><i>p.10</i> |    |    |      |    |    |    |
|       |     | Global Health & Quantified Self<br><i>p.11</i>                        |    |      |   |    |    |      |    |    |    |
|       |     | Healthy Ageing<br><i>p.12</i>   |    |      |   |    |    |      |    |    |    |
|       |     | Family Health and Family Care<br><i>p.13</i>                          |    |      |   |    |    |      |    |    |    |
|       |     | Doing business in Europe<br>(Marketing/Market Entry) <i>p.15</i>      |    |      |   |    |    |      |    |    |    |
|       |     | Doing business in Europe<br>(International Communication) <i>p.15</i> |    |      |   |    |    |      |    |    |    |



# Holland or The Netherlands?

Our country is officially known as the Kingdom of The Netherlands. It consists of The Netherlands itself, together with Aruba, Curaçao and St Maarten. The country's formal name is The Netherlands, meaning 'low countries'. This is because much of the country lies below sea level. The Netherlands is also called Holland, although strictly speaking, North and South Holland are provinces of The Netherlands. In total there are twelve provinces, one of which is Groningen (the main city of which is also called Groningen).

## Multicultural

4 With about 17 million inhabitants spread over 41,000 square kilometres, The Netherlands is one of the most densely populated countries in the world. It is also a multicultural country: historical ties brought groups with foreign backgrounds to The Netherlands decades ago. Furthermore, it is a country of great religious diversity.

## Constitutional monarchy

The Netherlands is a constitutional monarchy. The current monarch is King Willem-Alexander (1967), who was crowned on 30 April 2013. The Netherlands is politically stable and has always had coalition governments.

## Country at sea level

The Dutch are known for their waterworks. As already mentioned, The Netherlands literally means low countries. The Dutch depend heavily on dykes to protect those parts of the country that are below sea level. They have been doing this since the Middle Ages, when monks constructed the first flood control systems.

Besides being a threat, the sea is also one of the major reasons that The Netherlands became a powerful trading nation. The Port of Rotterdam was the biggest port in the world until Shanghai took the title in 2004, and is now the largest port in Europe. The Netherlands exports more dairy products than any other country in the world, and is also an important international player when it comes to hydraulic engineering.

## Dutch heritage

The Netherlands has been part of the Western-European cultural mainstream since the Middle Ages, and thus has a varied and interesting cultural heritage, with famous painters such as Rembrandt and Van Gogh. Art and science are important aspects of Dutch culture and society, making the Dutch educated, open, tolerant and unafraid of unorthodox solutions. Dutch higher education institutions are considered to be world class.

## Dutch language

The official language is Dutch, but most Dutch people speak good English. English is therefore an unofficial second language in The Netherlands.

## Weather in The Netherlands

In the winter (December to February) the average temperature ranges from 1 to 4 degrees Celsius. In the summer (June to August) it is usually warm and dry with spells of cool and wet weather. The annual average temperature ranges from 9.0 to 10.4 degrees Celsius.





## Alice Shih

### Doing Business in Europe student from Hong Kong Polytechnic University, Taiwan

'The well-rounded programme provided me with valuable academic knowledge and cultural understandings that helped to broaden my horizons. It also helped improved my abilities to see European marketing and business environments through more critical and innovative perspectives.'





# Groningen, City of Talent

Groningen is the best student city in The Netherlands, according to research agency Elsevier (2016), ranking first for student facilities, cultural hot spots, and food and drinks. Groningen is also the youngest city in The Netherlands. Half of the citizens are under 35 and the 50,000 students make up 25% of the total population. There are numerous student societies and international associations allowing you to fully integrate into Groningen's social life and making you feel right at home.

## Nightlife

A student city, Groningen has a diverse intercultural scene. Combine the two and you get a vibrant nightlife. Bars and clubs are famously open 24 hours a day!

Groningen also boasts the famous underground pop venue Vera, which is renowned among alternative music lovers from all over the world. Nirvana, U2, White Stripes and Sonic Youth have all graced its stage.

## Art

Groningen is not only a city for music lovers, because you will not only find art in the numerous museums and galleries in Groningen, but literally around every corner of the city. You can also visit one of the several theatres and cinemas for a wide range of shows, performances and movies. The Stadsschouwburg is one of the oldest and most beautiful theatres in The Netherlands. Groningen has various locations available for exhibitions, giving up-and-coming artists the opportunity to display their work to the public.

## Getting around

There is a wide public transport network of trains and buses. For shorter distances bicycles are by far the most popular mode of transport. The Netherlands is ideally situated for travelling across the rest of Europe. London, Paris, Berlin, Copenhagen, Rome and Barcelona are all within easy reach by train, bus, car or by plane from the nearby Groningen Airport Eelde. Groningen is approximately two hours away from Schiphol Airport in Amsterdam and close to the popular Bremen Airport in Germany.

## GroningenLife!

Did you know that the happiest students in The Netherlands live in Groningen? Or that Groningen was voted one of the best student cities three years running? To find out why, check out [www.groningenlife.com](http://www.groningenlife.com), a website run by students. GroningenLife is your one-stop guide to student life in Groningen, with information on study programmes, accommodation, events taken place, the cultural scene, sports, Dutch culture and customs, and much more.





## Holly Klein

### Doing Business in Europe student from Nova Scotia Community College, Canada

'I am never going to forget my time spent in Groningen. I feel so fortunate to have met so many amazing people while I was there, and the knowledge and experiences that I gained from this trip will remain with me for the rest of my life.'



## Rachel Mann

### Global Health & Quantified Self student from University of Central Missouri, USA

'This course really opened my eyes to cultural differences, and how to properly address individuals who come from different cultures. In the Netherlands the students learn how to live in a new country, so these lessons from the lectures apply directly to what you are going through. It really helps you to understand the importance of cultural understanding, as you feel the effects of it in your own experience'.





# Hanze University of Applied Sciences

If you choose to study at Hanze University of Applied Sciences, Groningen, you will be joining a learning community where we bring education, applied research and the professional field together. And on top of that, you will be living in the best student city of the Netherlands.

## Why study at Hanze UAS?

- Largest university of applied sciences in the Northern Netherlands
- Practical learning in addition to theoretical knowledge
- Practice-oriented research with a focus on Healthy Ageing, Energy and Entrepreneurship
- Personal attention and learning support
- Small classes
- International: student body with more than 80 nationalities
- International Student Desk assists students with the application procedure and practical information
- Home to the unique programmes Sensor Technology, Master in Renewable Energy, Master in International Communication
- Home to the first International Business School in The Netherlands (est. 1988)
- Wide variety of excellence programmes at Hanze Honours College
- Broad global network of partner universities
- Broad global professional network: gain real-life experience during internships
- Close cooperation with business and industry partners (curriculum development, student projects and research)
- Encouragement to become a responsible professional: Share your Talent, Move the World
- Fair-trade university

## Study environment

Zernike Campus is the joint effort of the University of Groningen, the Municipality of Groningen and Hanze UAS. It is a lively arena where education, knowledge and entrepreneurship meet, and is an inspiring environment for students and staff to work, study and relax.

Over the last few years buildings have sprouted up in HanzeForm, the green heart of Zernike Campus. Here Hanze UAS boasts its very own Walk of Fame, featuring the names of award-winning students and staff.





# Hanze Summer School

The programmes at Hanze Summer School comprise study and social activities. Our field trips are one of the highlights of your Summer School experience. We also provide fully furnished accommodation during your stay.

## Social activities

To make your stay unforgettable, we offer a wide variety of social activities during our summer school programmes. You may find yourself cycling through the city of Groningen, canoeing on the canals or visiting the local football stadium, Amsterdam (Doing Business in Europe) or even the beautiful island of Schiermonnikoog. During these activities you get to meet Dutch and international students and get to know your classmates better.

## Accommodation

We provide fully furnished student accommodation for all international students. The accommodation is located throughout the city. We try to put students of the same course in the same accommodation, but you may find yourself sharing with students from other courses, which

is a great opportunity to get to know students from other disciplines. If you apply for a Summer School programme, you will automatically be assigned a room in student accommodation.

## Hotel or hostel

The accommodation provides the basic necessities. If you want to stay in a more luxurious environment, you can choose to stay in a hotel or hostel in the city. See our website for more information: [www.hanzegroningen.eu/housing](http://www.hanzegroningen.eu/housing)

## Application procedure

You can apply for our Summer School programmes online. As we offer a range of programmes, the entry requirements vary. See the website for the exact requirements.



# Honours Summer School Holocaust Remembrance

Westerbork was initially a refugee camp before it became a Nazi transit camp during the Second World War. Situated in Hooghalen, to the north of Westerbork in the Northeastern Netherlands, it was used by the Nazis to assemble Roma and Dutch Jews for transport to other concentration camps. Over one hundred thousand people were deported from Westerbork.

Camp Westerbork Museum was established in 1983 on private initiative with financial support from the Dutch government. It houses a permanent exhibition with photographs and documents from the time. The exhibition depicts The Netherlands under German occupation, placing special emphasis on the persecution of Jews. It also tells the history of Camp Westerbork in photographs, documents, drawings, paintings, maps, and other objects.

The story of Camp Westerbork continues to be an important lesson from the past that is relevant to present-day society. Hanze UAS has entered into a unique partnership with Camp Westerbork that allows honours students to work on projects that connect past and present.

The aim of this summer school is to apply lessons learned from the past to present-day society. This will empower students to become effective citizens with knowledge and an understanding of the history of World War II and its implications for the present. It will as well as improve their research and research-design skills and challenge them think and act differently, and thus make a difference in the world.

The Summer School starts in Groningen in June 2019. Students will form small groups and work together on a design project in Groningen but also on location at Camp Westerbork.

The project will involve designing a way to apply the lessons learned from World War II to present-day society to examine, investigate and critique problems in today's societies (social inequality, discrimination, refugees) in order to formulate a final project to convey these lessons to a target audience.



Students will also go on excursions to Amsterdam (Anne Frank House, Rijksmuseum), the former concentration camp of Bergen Belsen, and Berlin (Holocaust Museum, DDR Museum, the Wall and the Reichstag). Furthermore they will participate in a social programme. The students will develop their intercultural, design and project-management skills while working on projects with an impact on present-day society.

## Practical information

- Dates: 10 - 26 June 2019
- Fee: € 2,000
- Profile of prospective students: proficient in the English language (IELTS 6.5, TOEFL Internet Based Test 80 or TOEFL Paper Based Test 550 or Dialang B2).
- Group Size: 15 students
- Application deadline: 1 April 2019
- Programme Fee: For the latest information about programme fees, see our website.
- Programme fee includes: programme participation, accommodation during the programme, social activities, business trips and bike rental.
- Course credits: 6



Together, the excellence programmes at Hanze University of Applied Sciences, Groningen constitute Hanze Honours College.

At Hanze Honours College students share their talent and are given the opportunity to enhance their own and generate new knowledge.

For more information about Hanze Honours College see the website [www.hanze.nl/HCC](http://www.hanze.nl/HCC)



# Global Health & Quantified Self

Global Health & Quantified Self explores the aspects of globalisation and health that link to digital health and self-tracking and is the first programme in the world to incorporate the Quantified Self into a Bachelor's level programme.

Hanze UAS belongs to the Healthy Ageing Network Northern Netherlands, which is the European reference network for active and healthy ageing. With its tradition of national and international cooperation, the knowledge it has available and the ties between the public and private sectors, the Northern Netherlands is the logical testing ground for innovation and new care concepts. You will encounter these during your time at the summer school.

The programme gives you the unique opportunity to learn about the increasingly globalised world and digitalisation and its effects on health. The programme focuses on trends in health, health care and the effects of digitalization from the global perspective, and explores the challenges that we as health professionals will face in the next 10 years.

With an eye to the future, the programme will provide you with knowledge about prevention and self-management in health that will be benefit your career.

The programme covers three areas of study:

1. Global Health, Globalization, International Organizations & International Cooperation
2. Culture and Health
3. Digital Health and the Quantified Self

Quantified Self concentrates on technical applications to support self-monitoring. This promotes self-knowledge and allows us to analyse a client's health information on aspects such as nutritional intake or how the client has slept recently. Wearable technology such as activity trackers, smartphones and smartwatches generate this information. You will explore a number of state-of-the-art self-quantification technologies together with the significance of these for health and social care professionals.



## Practical information

- Dates: 24 May - 14 June 2019
- Fee € 1,750
- Profile of prospective students: students with a background in sports studies, nursing, allied health care studies, midwifery, social studies or human technology studies who have completed the first year of their Bachelor's programme, undergraduate or associate degree. Students should also have research skills and experience of working on projects in a team, and be proficient in the English language (IELTS 6.5, TOEFL Internet Based Test 80 or TOEFL Paper Based Test 550 or Dialang B2).
- Group size: 25 students
- Application deadline: 1 April 2019
- Programme fee: For the latest information on programme fees, see our website.
- Programme credits: 6

# Healthy Ageing

Growing up and ageing in good health, sums up what Healthy Ageing is about. It does not only involve the health aspect, but also the technological developments that contribute to a healthy lifestyle for children, adults and seniors. By combining different disciplines, the Healthy Ageing programme offers a new and innovative approach. Innovations include recent developments in the provision of health care, the growth of e-health (information and communication technology in health care) as well as in special-needs or modular housing.

During the summer school you will investigate, together with students from other countries, how people can age in a healthy way. As life expectancies increase, so does the importance of reducing the number of illness years. Improved treatment methods are being developed to this end. This intensification of health care is raising the cost of treatments. However, by using smart technological and nontechnological innovations, we can optimise the quality and implementability of the care and keep it affordable.

Changes in the health landscape are making the news almost every day. In this programme you will look not only at aspects of physical, social and mental health, but especially at how care provision can be optimised. How can you shift the focus for curing diseases towards self-management, positive psychology, maximising one's own capacity and sense of empowerment? How can care be organised more efficiently and effectively? What technological aids can be deployed to ensure that seniors can live independently for as long as possible while maintaining a good quality of life? Or how can children with a propensity for becoming obese be educated to eat healthy and nutritious food?

In this programme you will find out more about life course psychology and the positive influence of directing one's own behaviour, impact of taking control and responsibility of one's own behaviour. You will gain insight into a wider range of societal issues and ethical dilemmas. You will further explore the possibilities that technology offers for the development of new health care concepts. Examples are the design of an app that brings together volunteers and help-seekers, a serious game about healthy nutrition, and an aid that helps people measure the effect of certain healthy or unhealthy behaviours on blood pressure. You will also learn more skills that will enable you to



communicate with your target group. From the beginning of the summer school you will work in an interprofessional team on the project assignment within one of the four of the innovation labs Healthy Ageing. These assignments will come from external customers, which means that you will be working on real issues from practice.

## Practical information

- Dates: 24 May - 14 June 2019
- Fee € 1,750
- Profile of prospective students: students who have completed the first year of their Bachelor's programme, undergraduate or associate degree. Students should also have research skills and experience of working on projects in a team, and be proficient in the English language (IELTS 6.5, TOEFL Internet Based Test 80 or TOEFL Paper Based Test 550 or Dialang B2).
- Group size: 25 students
- Application deadline: 1 April 2019
- Programme fee: For the latest information on programme fees, see our website.
- Programme credits: 6



# Family Health and Family Care

Although healthcare professionals are important in caring for young families as well as the elderly, informal carers such as partners, family and neighbours or volunteers are providing most of the care to people in their day-to-day life. Informal carers are therefore the most important partners to collaborate with in the care for patients and families.

In the programme Family Health and Family Care you will learn, together with students from different disciplines, countries and cultures, about how to support patients and their families using a family-focused approach. The programme is designed to provide the knowledge and insights that you need to implement the family-focused approach in your work setting. Theory will be delivered by leading professors in the field of Family Care. The focus will be on providing knowledge but also on practicing new skills for family assessment, assessing family functioning and determining which family interventions are to be provided.

In this programme you will find out more about:

- The theory and benefits of a family-focused approach in health care
- The impact of illness and caregiving situations on families' health, wellbeing and family functioning
- The assessment of family structure and family functioning
- Family Health Conversations and other interventions
- Collaboration within the triad of the patient, the family and health care professionals
- Technology that can support in family caregiving situations
- Research within the family context
- Ethical issues within the family context

After this programme you will be inspired and have the skills to apply professional interventions to support patients and their families together.



## Practical information

- Dates: 24 May - 14 June 2019
- Fee € 1,750
- Profile of prospective students: Students with a healthcare background.
- Group size: 15 students
- Application deadline: 1 April 2019
- Programme fee: For the latest information on programme fees, see our website.
- Course credits: 6



# Doing Business in Europe

## Marketing/Market Entry

14

The Dutch have always played an important role in international business. Our university is named after the Hanseatic League, a medieval alliance of cities in North Western Europe, to which many Dutch cities belonged. The aim of the Hanseatic League was to boost prosperity and welfare by facilitating trade between its member cities. The important role of The Netherlands in international business is further illustrated by the fact that the first modern multinational was Dutch (the Dutch East India Company) and that we are one of the founding members of the European Union, the largest market in the world.

Various Hanze UAS schools with a focus on business have joined forces to develop the programme Doing Business in Europe. This first-class Summer School takes you on a journey through the European world of business. In order to provide the broadest of information, the programme covers general and specialized subjects, covering the full range of international business topics. The classes are combined with extensive social activities and business trips to multinationals.

The main body of the course consists of the 3 main strands in the programme, as follows:

- Marketing, Market Entry, Business
- Eurozone, Legal, Financial, Political
- Intercultural Management European (Business) Cultures, Personal Management and Leadership.

Other subjects within the programme are:

- Sales training for European markets
- European Business Environment
- Area Studies
- Sports Tourism Management
- International Facility Management
- History of the European Union and future developments
- EU competition law and Intellectual property rights
- Legal aspects of the internal EU market
- The financial system in the EU and Leadership in the EU.

### Practical information

- Dates: 24 May - 14 June 2019
- Fee € 1,750
- Profile of prospective students: we invite and encourage participation of students from all majors and programs.
- Group size: 25 students
- Application deadline: 1 April 2019
- Programme fee: For the latest information on programme fees, see our website.
- Fee includes: programme participation, accommodation during the programme, social activities, business trips and use of a bike.
- Course credits: 6





# Doing business in Europe

## International Communication

International Communication has the same outline as Doing Business in Europe: Marketing/Market Entry, but a different focus.

This programme has two aims. First, to increase your awareness of the importance and complexity of intercultural issues in international communication. Second, to give you the opportunity to practise using skills that enable you to communicate in different cultural environments. There will be exercises and reflection on concepts such as culture shock, cultural values and intercultural competence that draw on the work of important authorities in the field. The focus will be on the relevance of this research to different aspects of international communication. You will become aware of your own cultural background and share your insights with your classmates in exercises and presentations.

The main body of the course consists of the 3 main strands in the programme, as follows:

- Intercultural Competence and Communication
- The Eurozone
- Intercultural Management.

The following subjects will be offered in the programme:

- Intercultural Competence and Communication
- History of the European Union and future developments
- EU competition law and Intellectual property rights
- Legal aspects of the internal EU market
- Intercultural Management in the EU
- Country specials: European Cultures
- Management Skills and Leadership in the EU.

### Practical information

- Dates: 24 May - 14 June 2019
- Fee € 1,750
- Profile of prospective students: we invite and encourage participation of students from all majors and programs.
- Group size: 25 students
- Application deadline: 1 April 2019
- Programme fee: For the latest information on programme fees, see our website.
- Fee includes: programme participation, accommodation during the programme, social activities, business trips and use of a bike.
- Course credits: 6





## Contact

For more information about the Hanze Summer School programme, please contact:

### Ingrid Siepel

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### Carst Buissink

Coordinator International Health Care School  
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### International Student Desk (ISD)

(application procedure and practical information)  
0031(50) 595 7800  
Monday - Friday: 10.00 - 14.00 hrs.

### [www.hanzegroningen.eu/summerschool](http://www.hanzegroningen.eu/summerschool)

✉ [summerschool@org.hanze.nl](mailto:summerschool@org.hanze.nl)

📘 [facebook.com/hanzesummerschool](https://facebook.com/hanzesummerschool)

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📍 hanzesummerschool