



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



# Hanze Summer Schools

*Monday, May 27 – Friday, June 14, 2024*

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



# Hanze in Groningen



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# Groningen, the Netherlands

## One of the best student cities!

- Location: North of the Netherlands
- Student population: 50 000 (25%)
- Excellent night life
- Beautiful historic monuments
- Great shopping districts
- Gateway to Europe
- Culture, sports and many bicycles



# Who is Hanze University of Applied Sciences?

Oldest  
university of  
applied  
sciences in the  
Netherlands  
(since 1798)

Largest in the  
North of the  
Netherlands

Comprehensive  
university

Almost all study  
domains, with  
their own  
research  
centres and  
centres of  
expertise

Practice  
oriented  
education

Compulsory  
internships

Students  
graduate with  
relevant work  
experience

# Doing Business in Europe (12th edition!)

## **Sustainable Marketing**

*or*

## **Business with Artificial Intelligence**

- Social entrepreneurship
- Sustainable business models
- Virtual business simulation

- Understanding machine learning
- Applying AI in business cases
- Design thinking

### **Both summer schools offer:**

- European country culture specials
- EU law, finances, ethics and future developments
- Pitch at a multinational in a major Dutch city

## Practical Information

- **3-week** super-inclusive program from **May 27 – June 14, 2024**

Completely in English for international business / marketing / communication students from **all over the world**

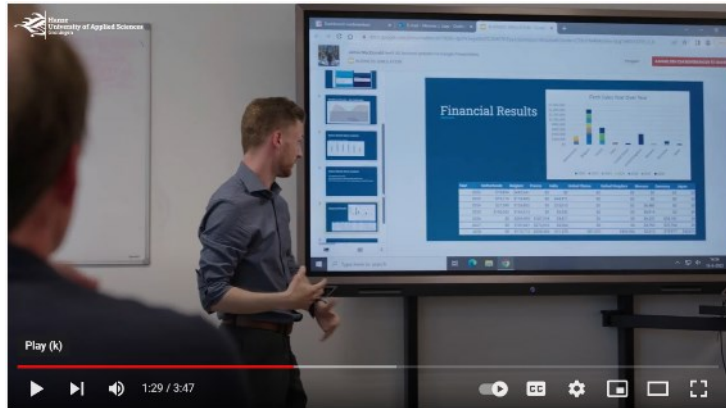
- Unique **exposure visit** to the Netherlands with cultural activities during the week and in the weekends

*“Students immerse themselves in European cultures and apply cross-cutting concepts in the development of a real-life campaign, thereby really learning by doing.”*

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# Click on a video to see more about Groningen and the Hanze!



Hanze Summer School 2022 - the after movie!



Hanze University of Applied Sciences, Groningen



American students about Hanze UAS

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