



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



share your talent. move the world.

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

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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:

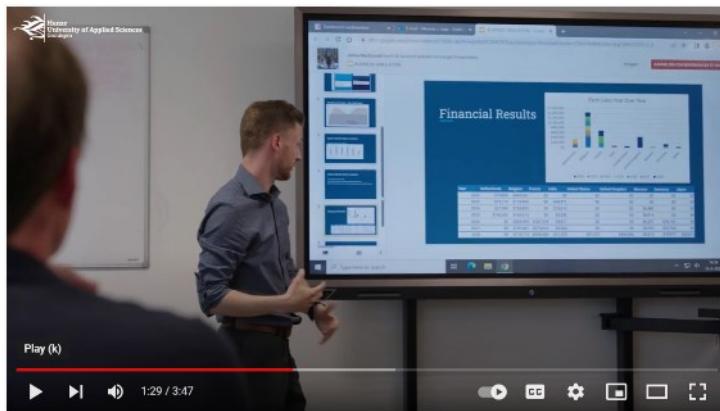
- European country culture specials
- EU law, finances, ethics and future developments
- Pitch at a multinational in a major Dutch city

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.”

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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