

University  
of Applied  
Sciences



Apply  
before 1 May and  
save 20% on the  
tuition fee!

A group of seven young adults, four men and three women, are walking across a modern bridge with a glass railing. They are dressed in casual summer attire like t-shirts, jeans, and shorts. In the background, a large, curved building with a prominent blue glass tower is visible under a clear blue sky. The scene is bright and sunny, with shadows cast on the pavement.

# Saxion Summer School 2016

Step up to Saxion

[saxion.edu/summerschool](http://saxion.edu/summerschool)

# Prepare for your future!

## Today's Know-How – Tomorrow's

Saxion Summer School offers innovative courses to boost your personal and professional development.

**Saxion University of Applied Sciences offers a range of summer courses for both Dutch and International Students to boost their personal and professional growth at Bachelor level. You must have at least completed secondary education and be admissible to higher education. Proficiency in the English language at IELTS 6.0 level is recommended.**

- Developing strengths in independence, self-consciousness, self-regulation and self-assessment;
- Confidence in dealing with a wide range of new and different people and situations;
- Responsibility for own learning, time management and working with others;
- Communication skills such as speaking, listening, and presenting effective arguments in a variety of different contexts.

Ambition, Dedication and Creativity, these characteristics best describe the students we are looking for. Saxion Summer School offers courses of high quality to broaden your perspective on the world. Saxion Summer School offers eight different courses, with each being compatible with one another. Our programme mainly focusses on business related topics.

### Students benefit from participation

You are encouraged to work on important key skills during your time at Saxion Summer School. The experience of being abroad, living and studying at Saxion University of Applied Sciences enables you to develop a set of transferable skills that go beyond those available to students in their own school environment. Vital for future success in any career, these skills include:

### The Start-up Challenge: Create your own Business

Saxion runs a course that will lend a hand to those students who want to follow up on a business idea. This course is taught by lecturers who have a lot of experience in starting up companies and in business. You will formulate your own idea from scratch into a promising business plan. Your teachers will help you define your target groups and organisational conditions to make sure you are on the right track. Those who already have their own business but want to take it to a higher level will find this course extremely helpful, too.

You will be challenged to work within a group in a pressure cooker model. Ideas will be openly presented and will be fixated on designing, testing and developing new concepts and business models.

# Excellence



## The courses

### 1. Start-up Challenge: Create your own Business

During the Start-up Challenge, you're going to transform your idea into a feasible and scalable business model.

| [18-07-2016 - 22-07-2016](#)

### 2. Creative Media Innovation

You will work in a multidisciplinary team on a media problem of a real external client. Within a week you and your team will create a concept or product and present it to the client(s) with the help of a (digital) prototype(s).

| [18-07-2016 - 22-07-2016](#)

### 3. Marketing: An Introduction

What are the different approaches that affect marketing strategies used in different types of businesses? How to develop a successful marketing plan? | [25-07-2106 - 29-07-2016](#)

### 4. Intercultural Management

This course focusses on understanding the cultural manager's mediation role between diverse groups in an organisation. The course combines a balance of theory, research and practice. | [25-07-2016 - 29-07-2016](#)

### 5. Experiential Gaming and Tourism

How do you make a real-life adventure game? Discover a new country or region and learn all about it by designing a mobile game. | [01-08-2016 - 05-08-2016](#)

### 6. Effective Communication and Negotiation

Organise your thoughts. Do not think about it; think it through. Recognise that actions speak louder than words. To negotiate effectively, you must be able to communicate effectively. Learn how to communicate and negotiate in this course. | [01-08-2015 - 05-08-2016](#)

### 7. Safety, behaviour, serious gaming, edutainment

You learn how to improve the safety of your work environment and create a mobile game to raise awareness of behavioural safety. | [08-08-2016 - 12-08-2016](#)

### 8. Leadership in European Business

This interactive course gives an overview of different theories on (business) leadership, the influence of globalisation and culture and leadership conflicts that might arise in a European setting. | [08-08-2016 - 12-08-2016](#)

### Costs

The tuition fee for each course amounts to € 475. Accommodation is available for € 150 per week (first come, first served). If you want to follow more than 1 course, you can create your own course combinations. For application and more information, visit the website: [www.saxion.edu/summerschool](http://www.saxion.edu/summerschool)





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