



Hanze
University of Applied Sciences
Groningen

Hanze Summer School

**Doing business in Europe
(International Communication)**



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



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.

Practical information

- Period: May 25 until June 12, 2020
- Profile prospective students: students with a business background.
- Group size: 25 students
- Application deadline: April 1, 2020
- Course fee: € 1850

- The course fee includes participation in the programme, accommodation for the duration of the programme, participation in social activities and business excursions, and a bike or bus card.
- Course credits: 6 credits

Contact

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