



Hanze
University of Applied Sciences
Groningen

Hanze Summer School

**Doing business in Europe
(Marketing/Market Entry)**



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



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.

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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