



Hanze  
University of Applied Sciences  
Groningen

# HANZE

# SUMMER SCHOOL

## Courses 2020



share your talent. move the world.





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

# Welcome to the Hanze Summer School

As a university of applied sciences, we focus on academic knowledge and its practical application. In addition to lectures, participants of the Summer School will acquire skills by working on project assignments and experience the practical side of their field of study through field trips and business excursions.

Getting to experience the different cultures that come together during this summer school is very unique. This past year we had students from 13 different countries come to Groningen for our summer courses. Having this opportunity available to the students provides them with learning opportunities both in and out of the classroom. Getting to work with one another on projects, but also getting to learn more about where each person is from along with their stories is just as rewarding as the academic aspects. This is an incredible opportunity where you will make friends for life, with people from all over the world.

Groningen is a wonderful place to spend a few weeks studying in the summer. It is a beautiful city with a ratio of 1 in 4 people being a student, making it one of the most vibrant student cities in the Netherlands. Whether it's your first time travelling out of your country, or it is your tenth time, you will feel right at home and have a great learning experience in Groningen.

Best regards,

*Ms. Henmar Moesker, MS*  
*Coordinator Hanze Honours*  
*Summer School*



*Mr. Carst Buissink, MEd*  
*Coordinator International*  
*Health Care School*



*Ms. Ingrid Siepel, MSc*  
*Coordinator Hanze Summer*  
*School Doing Business in Europe*



# Course Schedule 2020

Month	May			June				July			
Week	20	21	22	23	24	25	26	27	28	29	30
			Doing business in Europe (Marketing/Market Entry) p.9 25 May - 12 June								
			Doing business in Europe (International Communication) p.10 25 May - 12 June								
			Global Health & Quantified Self p.11 25 May - 12 June								
			Healthy Ageing p.12 25 May - 12 June								
			Family Health and Family Care p.13 25 May - 12 June								
			Physiotherapy & Sport p.14 25 May - 12 June								
			Tolerance, Diversity and the Holocaust p.15 25 May - 9 June								



# Holland or The Netherlands?

Our country is officially known as the Kingdom of The Netherlands. It consists of The Netherlands itself, together with Aruba, Curaçao and St Maarten. The country's formal name is The Netherlands, meaning 'low lands'. This is because much of the country lies below sea level. The Netherlands is also called Holland, although strictly speaking, North and South Holland are provinces of The Netherlands. In total there are twelve provinces, one of which is Groningen (the main city of which is also called Groningen).

## Multicultural

4 With about 17 million inhabitants spread over 41,000 square kilometres, The Netherlands is one of the most densely populated countries in the world. It is also a multicultural country: historical ties brought groups with foreign backgrounds to The Netherlands decades ago. Furthermore, it is a country of great religious diversity.

## Constitutional monarchy

The Netherlands is a constitutional monarchy. The current monarch is King Willem-Alexander (1967), who was crowned on 30 April 2013. The Netherlands is politically stable and has always had coalition governments.

## Country at sea level

The Dutch are known for their waterworks. As already mentioned, The Netherlands literally means low countries. The Dutch depend heavily on dykes to protect those parts of the country that are below sea level. They have been doing this since the Middle Ages, when monks constructed the first flood control systems.

Besides being a threat, the sea is also one of the major reasons that The Netherlands became a powerful trading nation. The Port of Rotterdam was the biggest port in the world until Shanghai took the title in 2004, and is now the largest port in Europe. The Netherlands exports more dairy products than any other country in the world, and is also an important international player when it comes to hydraulic engineering.

## Dutch heritage

The Netherlands has been part of the Western-European cultural mainstream since the Middle Ages, and thus has a varied and interesting cultural heritage, with famous painters such as Rembrandt and Van Gogh. Art, innovation and science are important aspects of Dutch culture and society, making the Dutch educated, open, tolerant and unafraid of unorthodox solutions. Dutch higher education institutions are considered to be world class.

## Dutch language

The official language is Dutch, but most Dutch people have a good command of English. English is therefore an unofficial second language in The Netherlands.

## Weather in The Netherlands

In the winter (December to February) the average temperature ranges from 1 to 4 degrees Celsius. In the summer (June to August) it is usually warm and dry with spells of cool and wet weather. The annual average temperature ranges from 9.0 to 10.4 degrees Celsius.





## Rachel Mann

### Global Health & Quantified Self student from University of Central Missouri, USA

'This course really opened my eyes to cultural differences, and how to properly address individuals who come from different cultures. In the Netherlands the students learn how to live in a new country, so these lessons from the lectures apply directly to what you are going through. It really helps you to understand the importance of cultural understanding, as you feel the effects of it in your own experience'.



## Alice Shih

### Doing Business in Europe student from Hong Kong Polytechnic University, Taiwan

'The well-rounded programme provided me with valuable academic knowledge and cultural understandings that helped to broaden my horizons. It also helped improve my abilities to see European marketing and business environments through more critical and innovative perspectives.'



## Holly Klein

### Doing Business in Europe student from Nova Scotia Community College, Canada

'I am never going to forget my time spent in Groningen. I feel so fortunate to have met so many amazing people while I was there, and the knowledge and experiences that I gained from this trip will remain with me for the rest of my life.'



# Groningen, City of Talent

Groningen has been awarded for being the best student city, having the best city centre and being the most cyclist-friendly city various times in the last years. It's student facilities, cultural hot spots, as well as food and drinks rank high. Groningen is also the youngest city in The Netherlands. Half of the citizens are under 35 and the 50,000 students make up 25% of the total population. There are numerous student societies and international associations that will help you to integrate into Groningen's social life and make you feel right at home.

## Nightlife

As a student city, Groningen has a diverse intercultural scene. Combine the two and you get a vibrant nightlife. Bars and clubs are famously open 24 hours a day!

Groningen also boasts the famous underground pop venue Vera, which is renowned among alternative music lovers from all over the world. Nirvana, U2, White Stripes and Sonic Youth have all graced its stage.

## Art

Groningen is not only a city for music lovers, because you will not only find art in the numerous museums and galleries in Groningen, but literally around every corner of the city. You can also visit one of the several theatres and cinemas for a wide range of shows, performances and movies. The Stadsschouwburg is one of the oldest and most beautiful theatres in The Netherlands. Groningen has various locations available for exhibitions, giving up-and-coming artists the opportunity to display their work to the public.

## Getting around

There is a wide public transport network of trains and buses. For shorter distances bicycles are by far the most popular mode of transport. The Netherlands is ideally situated for travelling across the rest of Europe. London, Paris, Berlin, Copenhagen, Rome and Barcelona are all within easy reach by train, bus, car or by plane from the nearby Groningen Airport Eelde. Groningen is approximately two hours away from Schiphol Airport in Amsterdam and close to the popular Bremen Airport in Germany.

## GroningenLife!

Did you know that the happiest students in The Netherlands live in Groningen? Or that Groningen was voted one of the best student cities three years running? To find out why, check out [www.groningenlife.com](http://www.groningenlife.com), a website run by students. GroningenLife is your one-stop guide to student life in Groningen, with information on study programmes, accommodation, events taking place, the cultural scene, sports, Dutch culture and customs, and much more.





# Hanze University of Applied Sciences

If you choose to study at Hanze University of Applied Sciences (UAS), Groningen, you will be joining a learning community where we bring education, applied research and the professional field together. And on top of that, you will be living in the best student city of the Netherlands.

## Why study at Hanze UAS?

- Practical learning and skills-driven in addition to theoretical knowledge
- International student and staff population (> 80 nationalities)
- Broad global network of partner universities
- Close cooperation with businesses and industry partners
- Value for money, safe and happy, gateway to Europe



## Zernike Campus

Zernike Campus is the lively arena where education, knowledge and entrepreneurship meet, and is an inspiring environment for students and staff to work, study and relax. Over the last few years buildings have sprouted up in HanzeForm, the green heart of Zernike Campus. Here Hanze UAS boasts its very own Walk of Fame, featuring the names of award-winning students and staff.

The Doing in Business courses and the Honours summer course are located on Zernike Campus.



## Wiebenga Building

The summer schools with the focus on health are hosted by the International Health Care School. This school is located in the Wiebenga building, which is listed as a national monument, near the city centre of Groningen. The building has been renovated and expanded, resulting in a balanced mixture of old and modern styles. The building offers a wide range of facilities, such as a study and resource centre, a multimedia library, project rooms and a cafeteria. Students of all degree programmes have access to skills labs relevant to various professional fields, where they can practice to improve their skills.





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# Hanze Summer School

**The Hanze Summer School courses comprise study and social activities. Our field trips are one of the highlights of your Summer School experience.**

## **Social activities**

To make your stay unforgettable, we offer a wide variety of social activities during our summer school programmes. These vary somewhat per course, but be prepared to cycle through the city of Groningen, canoe on the canals, and visit the local football stadium. Depending on the summer course, you may also visit Amsterdam and the beautiful island of Schiermonnikoog. During these activities you get to meet Dutch and international students and get to know your classmates better.

## **Accommodation**

Housing is included in the fee for the summer school. This year, summer school students get the opportunity to stay in some of Groningen's most iconic accommodations that reflect the young and enthusiastic vibe of student life! All of the accommodations are within easy reach of the city centre and Zernike Campus, have a stable Wifi connection available and have good cooking facilities. Naturally, the accommodations meet our high standards when it comes to safety, meaning you can easily explore your surroundings and seek new adventures.

## **Application procedure**

You can apply for our Summer School courses online. As we offer a range of courses, the entry requirements vary. See the website for the exact requirements.







# Doing Business in Europe

## Marketing/Market Entry



Are you curious about how doing business works in the European Union (EU)? And in particular how marketing works in culturally diverse Europe? Then our Doing Business in Europe – Marketing/Market Entry course is the right fit for you. Welcome to the exciting world of European business! The course focuses on topics related to international business and marketing and on how to apply this to specific EU-countries. The course is perfect for internationally-oriented students who'd like to find out more about the functioning of the EU and how this affects the way business is done in its member states.

The classes are combined with extensive social activities and business trips to multinationals such as Philips, Volkswagen, Heineken and Groningen Seaports.

Upon finishing the programme, you will be able to:

- Understand the multifaceted world of European business
- Explain and apply various marketing and market entry theories used in business in Europe
- Discuss the complex legal, political and financial nature of the European Union
- Reflect on the cultural differences that make Europe so diverse
- Apply relevant sales and intercultural skills as well as market entry techniques in the context of doing business in Europe
- Write and present a market entry plan for penetrating a European market

### Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students: we invite and encourage participation of students from all majors and programmes.
- Group size: 25 students
- Application deadline: 1 April 2020
- Fee includes: programme participation, accommodation during the programme, social activities and business trips.
- Course credits: 6
-  [www.facebook.com/hanzesummerschool](https://www.facebook.com/hanzesummerschool)
-  [hanzesummerschool](https://www.instagram.com/hanzesummerschool)



# Doing business in Europe

## International Communication

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International Communication has the same outline as Doing Business in Europe: Marketing/Market Entry, but has a different focus.

This course 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.



The main body of the course consists of the 3 main strands in the course, as follows:

- Intercultural Competence and Communication
- The Eurozone
- Intercultural Management

The following subjects will be offered in the course:

- Intercultural Competence and Communication
- History of the European Union and future developments
- EU competition law and Intellectual property rights
- Legal aspects of the internal EU market
- Intercultural Management in the EU
- Country specials: European Cultures
- Management Skills and Leadership in the EU

### Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students:  
Students with a background in business
- Group size: 25 students
- Application deadline: 1 April 2020
- Fee includes: programme participation, accommodation during the programme, social activities and business trips.
- Course credits: 6
-  [www.facebook.com/hanzesummerschool](https://www.facebook.com/hanzesummerschool)
-  [hanzesummerschool](https://www.instagram.com/hanzesummerschool)





# Global Health & Quantified Self

Global Health & Quantified Self explores the aspects of globalisation and health that link to digital health and self-tracking. It's the first programme in the world to incorporate Quantified Self into a Bachelor's level programme.

Hanze UAS belongs to the Healthy Ageing Network Northern Netherlands, which is the European reference network for active and healthy ageing. The Northern Netherlands is the logical testing ground for innovation and new care concepts due to the knowledge acquired by (inter) national cooperation and the strong ties to the public and private sector. You will encounter these concepts during your time at the summer school.

The course offers you the unique opportunity to familiarise with an increasingly globalised world, digitalisation and its effects on health. The course focuses on trends in (digital) health (care) from a global perspective and explores the challenges that we, as health professionals, will face over the next 10 years. The summer school, with a view to the future, helps you to gain knowledge about prevention and self-management in health, which will be beneficial during your career.

The course covers three areas of study:

1. Global Health, Globalisation, International Organisations & International Cooperation
2. Culture and Health
3. Digital Health and the Quantified Self

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Quantified Self concentrates on the development of technical applications that support self-monitoring by individuals. This promotes self-knowledge and enables us to analyse personal health information regarding aspects such as what your client's nutritional intake has been or how he or she has slept recently. Wearable technology such as activity trackers, smartphones and smartwatches generate this data. You will explore a number of state of the art self-quantification technologies, as well as the significance of these digital (health) developments in terms of health and social care professionals.

## Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students: see [www.hanze.nl/globalhealthsummer](http://www.hanze.nl/globalhealthsummer)
- Group size: 25 students
- Application deadline: 1 April 2020
- Programme credits: 6
- [www.facebook.com/IHShanze](https://www.facebook.com/IHShanze)
- [internationalhealthcareschool](http://internationalhealthcareschool)





# Healthy Ageing



Growing up and ageing in good health, sums up what Healthy Ageing is about. It does not only involve the health aspect, but also the technological developments that contribute to a healthy lifestyle. By combining different disciplines, the Healthy Ageing course offers a new and innovative approach. Innovations include recent developments in the provision of health care, the growth of e-health (information and communication technology in health care) as well as in special-needs or modular housing.

During the summer school you will investigate, together with students from other countries, how people can age in a healthy way. As life expectancies increase, so does the importance of reducing the number of illness years. Improved treatment methods are being developed to this end. This intensification of health care is raising the cost of treatments. However, by using smart technological and non-technological innovations, we can optimise the quality and implementability of the care and keep it affordable.

Changes in the health landscape make the news almost every day. In this course you will not only look at aspects of physical, social and mental health, but also at how care provision can be optimised. How can you shift the focus for curing diseases towards self-management, positive psychology, maximising one's own capacity and sense of empowerment? How can care be organised more efficiently and effectively? What technological tools can be deployed to ensure that seniors can live independently for as long as possible while maintaining a good quality of life? Or how can children with a propensity for becoming obese be educated to eat healthy and nutritious food?

In this course you will find out more about life course psychology and the impact of taking control and responsibility of one's own behaviour. You will gain insight into a wider range of societal issues and ethical dilemmas. You will further explore the possibilities that technology offers for the development of new health care concepts. For instance, the design of an app that brings together volunteers and help-seekers, a serious game about healthy nutrition, and a tool that helps people measure the effect of certain healthy or unhealthy behaviours on blood pressure. You will also gain more skills that will enable you to communicate with your target group effectively. From the beginning of the course you will work on a project assignment with an interprofessional team in one of the four Healthy Ageing Innovation Labs. These assignments will come from external customers, which means that you will be working on real issues from the industry.

## Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students: see [www.hanze.nl/healthyageingsummer](http://www.hanze.nl/healthyageingsummer)
- Group size: 25 students
- Application deadline: 1 April 2020
- Programme credits: 6
-  [www.facebook.com/IHShanze](https://www.facebook.com/IHShanze)
-  [internationalhealthcareschool](https://www.instagram.com/internationalhealthcareschool)





# Family Health and Family Care

Although healthcare professionals are important in caring for young families as well as the elderly, informal carers such as partners, family and neighbours or volunteers are providing most of the care to people in their daily life. Informal carers are therefore the most important partners to collaborate with in the care for patients and families.

In the course Family Health and Family Care you will learn, together with students from different disciplines, countries and cultures, about how to support patients and their families using a family-focused approach. The course is designed to provide the knowledge and insights that you need to implement the family-focused approach in your work setting. Theory will be taught by leading professors in the field of Family Care. The focus will lie on providing knowledge but also on practicing new skills for family assessment, assessing family functioning and determining which family interventions are to be provided.

In this course you will find out more about:

- The theory and benefits of a family-focused approach in health care
- The impact of illness and caregiving situations on families' health, wellbeing and family functioning
- The assessment of family structure and family functioning
- Family Health Conversations and other interventions
- Collaboration within the triad of the patient, the family and health care professionals
- Technology that can support in family caregiving situations
- Research within the family context
- Ethical issues within the family context

After this course you will be inspired and have the skills to apply professional interventions to support patients and their families together.

## Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students: see [www.hanze.nl/familyhealthandcaresummer](http://www.hanze.nl/familyhealthandcaresummer)
- Group size: 25 students
- Application deadline: 1 April 2020
- Course credits: 6
- [www.facebook.com/IHShanze](https://www.facebook.com/IHShanze)
- [internationalhealthcareschool](https://www.instagram.com/internationalhealthcareschool)



# Physiotherapy & Sport

## New in 2020!

The summer school Physiotherapy & Sport is for Physiotherapy students who would like to further specialise in assessment, treatment and coaching relating to professional and recreational athletes. The focus in this summer school is on orthopaedic sports injuries.

The summer school deals with the following themes:

**Sports physiology** - As a sports physiotherapist, you play an important role in preventing injuries and providing treatment for recuperating and active athletes. You will learn how to make a specific training or rehabilitation programme tailored to an individual athlete. Keywords: exercise physiology, basic components of motor skills, muscle function and periodisation.

**Taping and Bandaging** - Taping and bandaging are important aids in the rehabilitation of sports injuries, and are used extensively in the prevention of injuries as well. You will learn how to expertly apply tape and bandages to an injury using the proper techniques; incorrectly applied tape or bandages may only serve to worsen the injury.

**Sports psychology and mental training** - Performances in sports depend on both physical and mental factors. This module sets out the basic principles and theories behind sport psychology, and how these can be used in effective supervision of athletes.

**Knee/Ankle** - Depending on the applicable guidelines of the Royal Dutch Association for Physiotherapy (KNGF) and

new protocols from the professional field of physiotherapy, issues relating to knees and ankles will be discussed. Keywords: anterior cruciate ligament injury, jumper's knee and ankle inversion trauma.

**Sports Nutrition** - Load versus carryability is an important variable in the world of sports that is easily influenced. Carryability relates to what the athlete's body can handle. In this regard, an athlete's degree of fitness depends on how well they take care of their body, and nutrition plays an important role here. You will be introduced to the role of nutrition in sports, and learn how to use sports nutrition in such a way as to allow the athlete to perform or recover optimally.

**MSK US** - In the field of physiotherapy, imaging is playing an increasingly important role in diagnosing injuries, such as achilles tendinopathy or a muscle tear. You will learn how to use images from musculoskeletal ultrasound (MSK US) to identify tendinopathy and other musculoskeletal disorders.

### Practical information

- Dates: 25 May - 12 June, 2020
- Fee € 1,850
- Profile of prospective students: Students with a background in Physiotherapy.
- Group size: 25 students
- Application deadline: 1 April 2020
- Course credits: 6

 [www.facebook.com/IHShanze](https://www.facebook.com/IHShanze)  
 [internationalhealthcareschool](https://www.instagram.com/internationalhealthcareschool)





# Honours Summer School

## Tolerance, Diversity and the Holocaust: lessons for today

Westerbork was initially a refugee camp before it became a Nazi transit camp during the Second World War. Situated in Hooghalen, to the north of Westerbork in the Northeastern Netherlands, it was used by the Nazis to assemble Roma and Dutch Jews for transport to other concentration camps. Over one hundred thousand people were deported from Westerbork.

Camp Westerbork Museum was established in 1983 on private initiative with financial support from the Dutch government. It houses a permanent exhibition with photographs and documents from the time. The exhibition depicts The Netherlands under German occupation, placing special emphasis on the persecution of Jews. It also tells the history of Camp Westerbork in photographs, documents, drawings, paintings, maps, and other objects.

The story of Camp Westerbork continues to be an important lesson from the past that is relevant to present-day society. Hanze UAS has entered into a unique partnership with Camp Westerbork that allows honours students to work on projects that connect past and present.



The aim of this summer school is to apply lessons learned from the past to present-day society. This will empower students to become effective citizens with knowledge and understanding of the history of World War II and its implications for the present. As well as improve their research and research-design skills, it will challenge them to think and act differently, and thus make a difference in the world.

The Summer School starts in Groningen in May 2020. Students will form small groups and work together on a design project but also on location at Camp Westerbork.

The project will involve designing a way to apply the lessons learned from World War II to present-day society to examine, investigate and critique problems in today's societies (social inequality, discrimination, refugees) in order to formulate a final project to convey these lessons to a target audience.

Students will also go on excursions to Amsterdam (Anne Frank House, Rijksmuseum), the former concentration camp of Bergen Belsen, and Berlin (Holocaust Museum, DDR Museum, the Wall and the Reichstag). Furthermore they will participate in a social programme. The students will develop their intercultural, design and project-management skills while working on projects with an impact on present-day society.

### Practical information

- Dates: 25 May - 9 June, 2020
  - Fee: € 2,100
  - Profile of prospective students: Honours students
  - Group Size: 15 students
  - Application deadline: 1 April 2020
  - Programme fee includes: programme participation, accommodation during the programme, social activities and business trips.
  - Course credits: 6
-  [www.facebook.com/hanzesummerschool](https://www.facebook.com/hanzesummerschool)
-  [hanzehonours](https://www.instagram.com/hanzehonours)



Together, the honours programmes at Hanze University of Applied Sciences, Groningen constitute Hanze Honours College. At Hanze Honours College students share their talent and are given the opportunity to enhance their own and generate new knowledge. For more information about Hanze Honours College see the website [www.hanze.nl/HCC](http://www.hanze.nl/HCC)





## Contact

For more information about the Hanze Summer School programme, please contact:

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#### Coordinator Hanze Honours Summer School

##### Tolerance, Diversity and the Holocaust

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### International Student Desk (ISD)

(application procedure and practical information)

0031(50) 595 7800

Monday - Friday: 10 AM to 2 PM CET

**[www.hanzegroningen.eu/summerschool](http://www.hanzegroningen.eu/summerschool)**

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