

INTERNATIONAL SCHOOL OF BUSINESS

# EXCHANGE PROGRAM

WANT TO HAVE AN ENJOYABLE,  
VALUABLE INTERNATIONAL  
EXPERIENCE? JOIN US FOR A STUDENT  
EXCHANGE IN ARNHEM,  
THE NETHERLANDS

[WWW.HANUNIVERSITY.COM](http://WWW.HANUNIVERSITY.COM)

OPEN UP NEW HORIZONS.

**HAN** UNIVERSITY  
OF APPLIED SCIENCES

## WELCOME TO HAN INTERNATIONAL SCHOOL OF BUSINESS

The International School of Business forms part of HAN University of Applied Sciences. HAN offers loads of professional programs in a wide range of fields. Think about education, social studies and commerce. Communication, business administration and law. Economics, engineering and built environment. Applied sciences and IT & communication. And health, nursing, and sport & exercise. Choose from 63 bachelor programs, 19 master programs and numerous exchange programs. What makes HAN so unique? We combine a solid theoretical basis with practical application in the field. So you're well positioned to enter the job market as soon as you graduate.

HAN International School of Business offers two English-taught bachelor programs: Communication and International Business, with specializations in Finance, Marketing & Sales, Organization & Change and Supply Chain Management. As an exchange student, your classes take place at the International School of Business on our Arnhem campus. The subjects – our "modules" – are taught entirely in English and cover a wide range of topics. From international business and management to marketing. From corporate communication and finance to quality management, distribution and logistics. Each year we welcome about 180 students from our partner universities around the world.

## LIVING IN ARNHEM

HAN University of Applied Sciences is situated in the eastern part of the Netherlands, with campuses in the cities of Arnhem and Nijmegen. Just a few kilometers from the German border. And within easy reach of Amsterdam, London, Paris, Brussels and Berlin. The Netherlands is truly at the heart of Europe! The east of the country offers typical Dutch landscapes with charming scenery. Wide rivers, bridges, dikes and polders. This is a country known for cultural diversity and a relaxed, cosmopolitan lifestyle. Soak it up on a sunny day after your classes, while you enjoy a drink with friends at one of the many outdoor cafés.

HAN International School of Business is situated on our Arnhem Campus. Arnhem offers a variety of eye-catching attractions. From fashion to history. Museums to pubs. And concert halls to nightclubs. Arnhem is located at the epicenter of the province. It virtually sprouts up out of lovely green surroundings. The Veluwe national park on one side. The lush floodplain area on the other.

### FALL SEMESTER:

end of August – end of January

### SPRING SEMESTER:

end of January to beginning of July

## YOUR EXCHANGE PROGRAM

At the International School of Business, you can either design your own program or follow a block exchange semester in one of our bachelor degree programs. Visit our website:

[www.hanuniversity.com - Exchange programs - International School of Business Exchange Program](http://www.hanuniversity.com - Exchange programs - International School of Business Exchange Program)

## 1. DESIGN YOUR OWN PROGRAM

You study with other exchange students and 'design' your own academic program. You may pick from the following modules, most of which are offered in both semesters:

- Business & Cross-Cultural Communication
- Business Ethics
- Business Performance Management
- Business to Business & Service Marketing
- Dutch Culture and Language
- Dutch Economy in a Global Context (project-based learning)
- E-Marketing and E-Commerce
- English for non-native speakers
- European Integration
- Event Management
- Finance
- International Distribution
- International Entrepreneurship
- International Marketing
- International Law
- Material Management
- Organizational Behavior

Each module is worth 7,5 ECTS credits and a normal study load is 30 ECTS per semester.

## 2. FULL SEMESTER, BLOCK EXCHANGE PROGRAMS

Alternatively, you may sign up for a full semester within our International Business or Communication bachelor degree programs. Or one of the other full semester programs mentioned on the next page. The academic program is offered once or twice a year in a block during a semester. You study with Dutch & international degree seeking students. Note: it is not possible to combine these programs with the 'design your own' modules listed above and limited places are available for exchange students.

### COMMUNICATION

#### 2nd year level: option 1 (30 ECTS)

- Communication in International Marketing
- Business Communication
- Media Production
- Personal and Professional Development
- Dutch/French/German/Spanish

#### 2nd year level: option 2 (30 ECTS)

- Research student journey
- Business Communication
- Organisation in change
- Personal and Professional Development
- 2 electives



## COMMUNICATION cont.

### 4th year level (30 ECTS)

- Project Integrated Communication
- The Research Proposal
- Content based Visual Communication
- Creative Execution
- Campaign Calculation & Planning
- Trends in Global Business
- Personal Leadership
- Online Management
- Converged Media Strategy
- Public Relations

## INTERNATIONAL BUSINESS

### 2nd year level: option 1 (30 ECTS)

- Marketing & Sales
- Organization & Change
- Supply Chain Management
- Finance
- International Economics
- 2 electives

### 2nd year level: option 2 (30 ECTS)

Choose one of these specializations:

- Finance (30 ECTS)
- Organization & Change (30 ECTS)
- Marketing & Sales (30 ECTS)
- Supply Chain Management (30 ECTS)

### 4th year level (30 ECTS)

Choose one of these specializations:

- Finance (30 ECTS)
- Organization & Change (30 ECTS)
- Marketing & Sales (30 ECTS)
- Supply Chain Management (30 ECTS)

### ASIAN STUDIES: Doing Business in China - 3rd year level (30 ECTS)

[www.hanuniversity.com](http://www.hanuniversity.com) - Exchange programs - Asian Studies:  
[Doing Business in China](#)

Topics include: Chinese economy & business environment, supply chain management & financing, research & analysis of the Chinese market, China cross border E-commerce, Chinese culture & language. Also includes a business trip to China (extra costs involved).

### LATIN AMERICAN BUSINESS STUDIES - 3rd year level (30 ECTS)

[www.hanuniversity.com](http://www.hanuniversity.com) - Exchange programs - Latin American  
[Business Studies](#)

Topics include: Business, culture & society of Latin America, doing business in & with Latin America, international law, finance, marketing, general & business Spanish. Also includes a study trip to a Latin American country (extra costs involved).

### DATA DRIVEN DECISION MAKING IN BUSINESS - 3rd year level (30 ECTS)

This is a new program and the website is still under construction. The program prepares you for the rapidly growing use of data science by organizations in all sectors of the economy. After a general foundation you will choose a specialization: either Marketing & Sales or Logistics & Supply Chain Management.

## DID YOU KNOW?



- The Netherlands is the lowest country in Europe
- The Netherlands is home to more bikes than people
- Tulips are not native to The Netherlands
- Orange is the national color as the monarchy is from the House of Orange
- The Dutch introduced orange carrots to the world
- Dutch artists are world famous
- There are over 1,000 windmills still standing from 1850
- English is widely spoken in The Netherlands



“People in the Netherlands and at HAN are so great and friendly. The lecturers were very helpful and we got to know so many friends from so many countries. The best experience ever!”

ZI YUAN WU, SHANGHAI, CHINA



## COST OF LIVING:

per month

- Accommodation (furnished) €380 - €450
- Food & public transport €200 - €300
- Books & study materials €50
- Miscellaneous €20

Most students spend between €800 and €1,000 per month

## PRACTICAL INFORMATION

### HOUSING

Need a place to stay while you study? No problem! The HAN Housing Office arranges off-campus accommodation. You'll have your own, fully-furnished room. And there are laundry facilities on site. All student accommodation is self-catering. So you can brush up on your cooking expertise during your stay!

[www.hanuniversity.com - study and living - housing](http://www.hanuniversity.com - study and living - housing)

### VISA REQUIREMENTS

If you are a non-EU national you may need an entry visa and/or residence permit to study in The Netherlands. HAN University of Applied Sciences will apply for these on your behalf. The costs vary per year.

[www.hanuniversity.com - study and living - admissions](http://www.hanuniversity.com - study and living - admissions)

### APPLICATION PROCEDURE

#### Step 1

Your university nominates you.

#### Step 2

You will receive a link to our online application form.

#### Step 3

Filled in the online application form? Received your acceptance letter?

Then you're officially a HAN Exchange student!

#### Application deadlines:

Fall semester: 15 June (1 June for non-EU applicants)

Spring semester: 25 October (1 October for non-EU applicants)

## IN SHORT



#### Location

Arnhem



#### Language of instruction

English



#### Level

Bachelor



#### Program start

September or February



#### Study load per week

Contact hours: 20

Study hours: 20



#### Credits

HAN uses the European Credit Transfer System (ECTS). Credits are based on study load:

→ 1 ECTS credit = 28 hours of study

Normal study load per semester:

→ 30 ECTS = 840 hours of study

[www.hanuniversity.com - study and living - studying at HAN - Dutch education system](http://www.hanuniversity.com - study and living - studying at HAN - Dutch education system)



#### Closest major airport

Amsterdam Schiphol Airport



#### Useful websites:

[www.visitarnhem.com](http://www.visitarnhem.com)

[www.studyinholland.nl](http://www.studyinholland.nl)

## OPEN UP NEW HORIZONS.

### HAN CAMPUS ARNHEM

Ruitenberglaan 31  
6826 CC Arnhem  
The Netherlands

### QUESTIONS

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+31 6 5359 5500  
[www.hanuniversity.com](http://www.hanuniversity.com)

### SOCIAL

- Facebook: International School of Business
- Instagram: @ISBInternationalcommunity
- Twitter: /5 Reasons to go on exchange in The Netherlands
- LinkedIn: /HANInternational ISBCampusTour