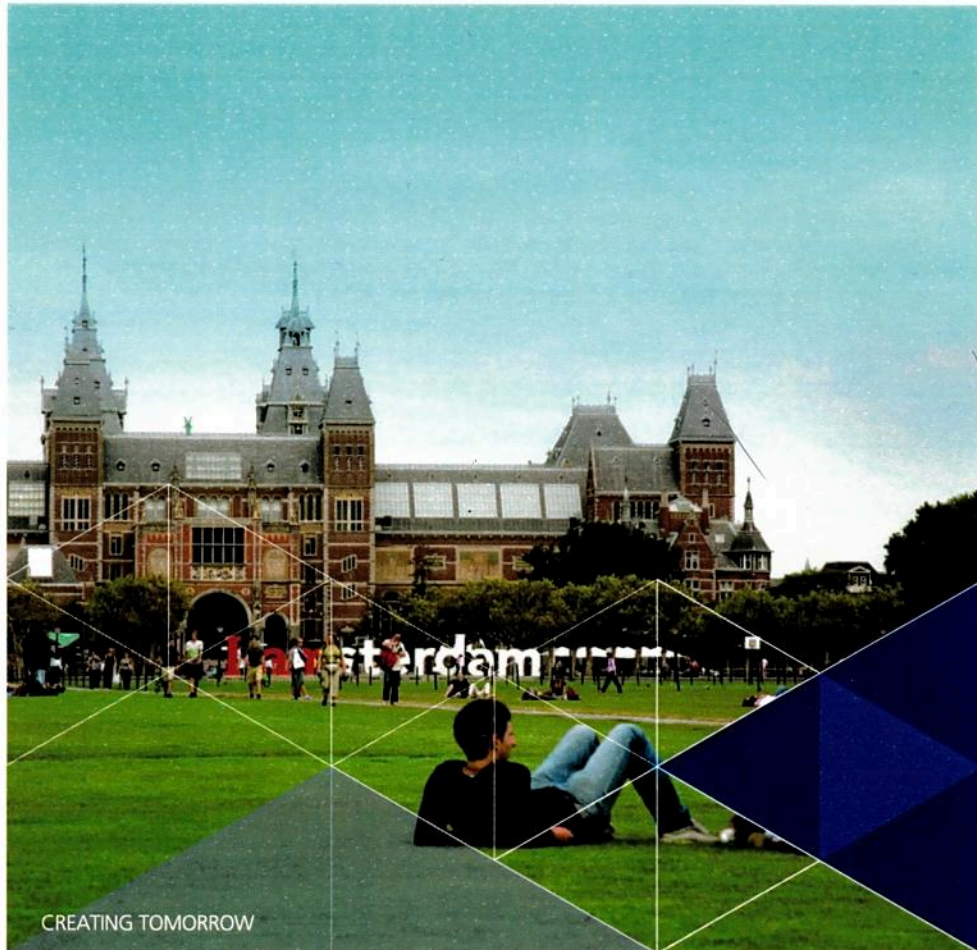


# SIGN UP FOR A SUMMER TO LAST YOUR ENTIRE CAREER

AUAS SUMMER SCHOOL, JULY 2017



## WHEN YOU SIGN UP FOR THE AUAS SUMMER SCHOOL, YOU'RE SIGNING UP FOR THE SUMMER OF A LIFETIME.

ATTEND A HIGHLY RELEVANT ACADEMIC PROGRAMME IN JULY 2017. MEET NEW FRIENDS FROM AROUND THE GLOBE. EXPERIENCE THE FABULOUS CITY OF AMSTERDAM. GROW AS A PERSON AS WELL AS A PROFESSIONAL.

Take one of our fascinating one-week or two-week courses against the backdrop of stunning Amsterdam in summertime. Our courses are an ideal combination of theory and practice. You will 'learn by doing' in interaction with the city of Amsterdam.



### AMSTERDAM & I

Two-week course, 3 - 14 July 2017

Amsterdam has a dynamic present, in which art, culture and nightlife play a major role. The city also has a rich past, which brought forward ideas with a global impact even today. This course addresses these past and present aspects of the city, and addresses themes like Amsterdam in the Dutch Golden Age and the Amsterdam mentality (values, successes, rise and growth), comparing these to your own cities and cultures.

### AMERICAN AND RUSSIAN FOREIGN POLICY IN THE CAUCASUS

One-week course, 3 - 7 July 2017

The course addresses a series of U.S. and Russian political agendas in the South Caucasus. The region has strategic importance in Oil Geopolitics for energy security, and NATO Engagement Strategies. Experts from the International Black Sea University in Georgia will teach you about political processes of the South Caucasus region, including Georgia, Azerbaijan and Armenia. You will learn to analyse both the historical as well as the present day perspective.

### DIGITAL BRAND ENGAGEMENT

Two-week course, 3 - 14 July 2017

Businesses and brands alike are using social media to engage with their customers – and they're continuously looking for better ways to do it. This course teaches you the state of the art in online social interaction and brand engagement.

Through lectures, masterclasses from experts in the field, group projects and by writing a paper.

### EUROPEAN BUSINESS SKILLS

One-week course, 3 - 7 July 2017

Europe is the world's largest trade area – richly diverse in cultures and languages. How comfortable are you with such cultural diversity in business? Take EBS to learn exactly what will and will not work for the many countries of the European Union. In mixed-nationality teams you will work towards producing and presenting a radio show on European Business Skills for the Dutch New Business Radio.

### EUROPEAN FINANCIAL MARKETS AND INSTITUTIONS

Two-week course, 3 - 14 July 2017

Following the outbreak of the financial crisis, the stabilization of financial markets became a top priority in the EU. In order to understand European financial markets, institutions and their economic decisions, this course concentrates on the policy measures taken in this respect, and the effects on financial markets and the broader economy. This course offers a prime selection of the most challenging topics on European financial markets and institutions, including excursions to the European institutions in Brussels and the Amsterdam Exchange and Dutch National Bank.

### EXERCISE AND SPORTS FOR WHEELCHAIR USERS, PUSHING FOR GOLD

Two-week course, 22 July - 5 August 2017

After two outstanding Paralympic Games, London 2012 and Rio 2016, the standard of adaptive sports is improving faster than ever before. But even though sports and exercise provision for wheelchair users has never been better, there is still a long way to go. This course is for those aspiring to join the next generation of professionals in this rewarding field.

### GLOBAL BRANDING & CAMBRIDGE ENGLISH

Two-week course, 3 - 14 July 2017

This course is the ideal tool to improve your communication skills in English, to the level needed to pass an internationally recognised Cambridge exam. And to develop your expertise in advertising and global marketing communications. Case studies and presentations are part of the course.

### INTERNATIONAL FASHION IN AMSTERDAM

Two-week course, 3 - 14 July 2017

In vibrant Amsterdam, we offer you a course applied to the dynamic world of fashion and fashion sales from an (inter)national perspective. Part of the sales concept is that you will have to organise a real fashion show in the second week of the course. You will work with (inter)national fashion designers and experts in the field. Culture and fashion will be the scope: seeing fashion as an expression of your inner self and a projection of your cultural background. Lectures are given by fashion academics and fashion managers.



## PRACTISING HUMAN RIGHTS IN URBAN AREAS

Two-week course, 3 - 14 July 2017

During this practice oriented two-week summer course, you will work on human rights challenges faced by the city of Amsterdam, especially regarding groups in challenging human rights situations. You will learn strategies and skills to work with these groups by using creative methods, a positive approach (capabilities approach), and learning by doing in practice.

## START UP SCALE UP BUSINESS

Two-week course, 3 - 14 July 2017

Too many would-be-entrepreneurs get stuck early in the process of starting a business. The basics of starting a business are creativity and entrepreneurship, but the art of starting a business is also to focus directly on scaling up. This course addresses the dynamics of the life cycle of enterprises, especially the start-up phase and scale-up phase and the bridge between them.

## SOCIAL PROGRAMME

Besides the academically challenging AUAS summer courses, there will be some spare time as well. Some of this spare time will be filled with a social programme that is both fun and educational. You will get to know Amsterdam, the way the 'Amsterdammers' do. Visiting museums, meeting new people, or riding a bike. Amsterdam has plenty to offer, so it will be difficult to choose!

## PRACTICAL MATTERS

- ▶ Tuition fee (mandatory): One-week course € 400. Two-week course € 600-800.
- ▶ Early bird discount: Apply before 1 April 2017.
- ▶ Additional discount for students from partner institutes.
- ▶ Both private and dormitory style housing options available (optional).

The Amsterdam University of Applied Sciences offers you:

- ▶ Academic programmes with a focus on applied research;
- ▶ Acclaimed senior lecturers;
- ▶ Prime study location in the city centre of Amsterdam;
- ▶ Live and study in one of the most vibrant cities in the world;
- ▶ History, culture, art, and architecture;
- ▶ Quality social and network events.

## Registration

For more information and to apply, please visit [amsterdamuas.com/summerschool](http://amsterdamuas.com/summerschool).

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