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# Saxion Summer School 2017

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# Prepare for your future!

## Today's Know-How – Tomorrow's Excellence

Saxion Summer School offers innovative courses to boost your personal and professional development. Are you ambitious, dedicated and creative and are you looking for a challenging summer in Europe?

**Saxion Summer School offers 9 high-quality courses to further broaden your perspective on the world. The courses are compatible with each other and deal with the subjects International Business, Serious Gaming and Personal Development. Each course lasts one week. All courses take place between 17 July and 11 August 2017.**



### Visiting European cities

Because of its superb geographical location, the Saxion Summer School is an attractive destination for those who want to combine their course with visits to famous European cities: Berlin, Paris and Amsterdam. City trips are an optional part of the programme.

### Students benefit from participation

You are encouraged to work on important key skills during your time at Saxion Summer School. The experience of being abroad, living and studying at Saxion University of Applied Sciences enables you to develop a set of transferable skills that go beyond those available to students in their own school environment. Vital for future success in any career, these skills include:

- Developing strengths in independence, self-consciousness, self-regulation and self-assessment;
- Confidence in dealing with a wide range of new and different people and situations;
- Responsibility for own learning, time management and working with others;
- Communication skills such as speaking, listening, and presenting effective arguments in a variety of different contexts.

### Serious gaming and Safety

Develop a 'serious game' within a multi-disciplinary team! Why do so many accidents occur in industrial environments? How can we improve safety in working environments with serious gaming? Since a growing number of companies and organisations recognise the value of simulating processes in a game, serious gaming is booming. In this course, theory will be alternated with practical lessons and project work. We will explore the field of persuasive technology, marketing psychology, safety by design and industrial design. By the end of the week, you will have created a mobile game application which facilitates awareness campaigns to improve safety in the workplace. You will be challenged to work within a group in a pressure cooker model. Ideas will be openly presented according to the Pecha Kucha format.

## Admission

The courses of the Saxion Summer School are open to both Dutch and international students. There are no specific entry requirements, other than at least a completed secondary education and being admissible to higher education. Furthermore, proficiency in the English language at IELTS 6.0 level is recommended.



## The courses

### 1. Creative Media Innovation

You will work in a multidisciplinary team on a media problem of a real external client. You and your team will create a concept or product and present it to the client(s) with the help of a (digital) prototype(s).

### 2. Leadership in European Business

Obtain a better understanding of (business) leadership, the influence of globalisation and culture and leadership conflicts that might arise in a European setting.

### 3. Start-up Challenge: Create Your Own Business

Transform your idea into a feasible and scalable business model.

### 4. Think global, act local

Learn about the strategy, resources and management skills, required to set up or run an international business. Acquire tools to implement your strategy and improve your research, negotiation and presentation skills.

### 5. Creative Business

Obtain an insight in different approaches that affect marketing strategies used in different types of businesses and draw up a successful marketing plan.

### 6. Experiential Gaming and Tourism

Develop a real-life adventure game. Discover a new country or region and learn all about it by designing a mobile game.

### 7. Effective Communication and Negotiation

Organise your thoughts. Do not think about it; think it through. Recognise that actions speak louder than words. To negotiate effectively, you must be able to communicate effectively. Learn how to communicate and negotiate.

### 8. Intercultural Management

Obtain an understanding of the cultural manager's mediation role between diverse groups in an organisation. This course combines a balance of theory, research and practice.

### 9. Serious gaming and Safety


Learn how to improve the safety of a working environment and create a mobile game to raise awareness of behavioural safety.


## Costs and accommodation


The tuition fee for each course amounts to € 475\*. Course combinations are possible. Accommodation is available (first come, first served) for € 150 - € 240 per week and is dependent on the number of weeks of your stay. For application and more information, visit the website: [saxion.edu/summerschool](http://saxion.edu/summerschool). Contact: [summerschool.io@saxion.nl](mailto:summerschool.io@saxion.nl)


\*For Dutch students: € 100



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