

## Join us for a Study Trip/Week abroad!

All HU Business students (incl. exchange students) in their 2nd year or beyond (**Fast Track IB already in year 1**), are invited and encouraged to (apply to) participate in any of the '*Intensive International Programmes*' (some call it 'Study Trips') the Business & Management institutes offer abroad this academic year 2023-2024: We proudly present the offer for this academic year:

- On page 1, you will find an overview of the programmes available to you;
- On page 2, read about organisational and logistical matters;
- From page 3 on, you will find a detailed description of each of the 10+ opportunities.

## What and Why

staff from different cultures and nationalities for one week (or a bit more or a bit less), to work together intensively in the field of international business and so increase knowledge in the professional field, while improving language and intercultural skills and boosting your CV.

- Annually, approx. 75 Business Students students take part in any of these opportunities;
- **10 of these 5 days** programmes are Erasmus+ funded (and likewise with the grant, 'free'/budget neutral for HU students); for all the others, we have tried to keep the costs to a minimum;
- On successful participation you will receive a certificate.

**Registration is NOW open for** (in chronological order of the registration deadline):

- A. **Germany, Heidelberg, 9 - 13 October 2023**, International Week, 'Challenges changed to Chances', registration deadline **21 September 2023**;
- B. **Belgium, Brussels, 23 - 27 October 2023**, International Business Week, 'International Negotiation-Doing Business with Emerging Markets', registration deadline **25 September 2023**;
- C. **The Netherlands, Utrecht, 27 January – 4 February 2024**, 'Europe's Creative Future' (Innovation & Entrepreneurship), registration deadline **25 October 2023** – ! For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- D. **Belgium, Brussels 25 February- 1 March 2024**, International Marketing Week, "Transforming a business model for a sustainable future", registration deadline **31 December 2023**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- E1. **Zweibrücken, Germany, 11-15 March 2024**, registration deadline **30 November 2023**; Management Challenge with General Management simulation;
- E2. **Zweibrücken, Germany, 11-15 March 2024, Hybrid** registration deadline **30 November 2023**; Management Challenge with General Management simulation; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- F. **Belgium, Brussels, 17-22 March 2024**, International Week, 'Bring a practical solution for Bertinchamps Beers marketshare' deadline **31 January 2024**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- G. **Belgium, Brussels, 17 - 22 March 2024**, International Week, 'Lobbying & Networking in Brussels', registration deadline **31 December 2023**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- H. **Belgium, Brussels, 7 – 12 April 2024**, Managing a Supply Chain through gamification; registration deadline **31 December 2023**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- I. **Belgium, Leuven, 14 -19 April 2024 International Business Week** 'Drive your business with relevant KPI's', registration deadline **15 January 2024**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- J. **Belgium, Leuven, 14-19 April 2024, International Marketing Week**, 'How to optimize the marketing plan of a Belgian brewery' registration deadline **15 January 2024**; For this Erasmus+ programme **EU grants are available on successful completion** (read: 'free'/budget-neutral for HU students);
- K. **Finland, Lathi, 15 – 19 April 2024**, Blended IP – on Responsible Business & Innovation. Business & Arts Innovation Lab, Overhaul of Utility Thinking (BAIL-OUT), registration deadline **early bird 9 December 2023**

and final deadline 9 January 2024 ! For this Erasmus+ programme **EU grants are available** (read: 'free'/budget-neutral for HU students);

**L. India, New Delhi, 29 January – 2 February 2024**

Please note that all IIP's have different registration deadlines!

Depending on the course you are enrolled in, in Amersfoort or Utrecht, validation of the ECTS credits *may or may not* be possible; please contact your study advisor/Exam Board for advice/possibilities and procedure for validation *prior* to registration.

All students are eligible to get a certificate for successful participation\*.

- Students CE can validate these IIP's in their 'Praktijkopdrachten'
- On individual approval by the Exam Board and for a limited amount of EC;s, students might be allowed to validate these IIP's for 'failed subjects of an (obligatory) study abroad term'

\*(Please inform us on registration if and how your participation will be validated.)

### **Prerequisites:**

- You are in your 2<sup>nd</sup> year of studies or higher or fast track IB year 1;
- In case over over-demand, priority will be given to students with no obligatory study abroad term in their curriculum, however all Business Studies students are welcome to participate;
- In case of over-demand, students can only register for one of these IIP's in this academic year;
- In case over over-demand, priority will be given to students with no previous experience with IIP's of our Faculty;
- Your written motivation is part of the selection process

### **Registration & payment:**

- Deadline for registration: see with each of the programmes;
- Payment will be done via payment link;
- Please bring you motivation letter or send it before;
- There is no refund for withdrawal after the registration deadline;
- Unfortunately no grants are available for these study trips. If however you would like to participate in this learning experience but are facing financial constraints: please feel free to contact us, we'll be happy to find a solution

### **Organisational matters:**

- Please make sure when joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP;
- Students have to arrange and pay for their own travel to the destination and vice versa;
- If applicable, students have to arrange and pay for their own visa and/or vaccinations;
- Students **MUST** register for [FREE HU insurance](#) prior to the start of the study trip) If the Study trip is planned is a regular contact week in a term, students should check with their teachers if they could miss the lessons and make arrangements to catch up, PRIOR to registration for the trip;
- If the study trip is planned in an exam week, students cannot claim any exceptions or whatsoever

Please bear in mind that for all IP's a so called code of conduct has to be signed (see attached). When coming by to pay the deposit, the signed code of conduct has to be handed in as well. In case of misbehavior, appropriate measures will be taken.

Within two weeks after the IP, a reflection has to be filled out and handed in or has to be sent via email to [international.hubs@hu.nl](mailto:international.hubs@hu.nl)

## PROGRAMMES:

### A. **9-13 October 2023, International Business Week**, '*Challenges changed to Chances*' Location:SRH Hochschule Heidelberg, Germany

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management or International Business;
- Arrival Sunday, departure Friday;
- 5 days Intensive Programme on: '*Challenges changed to Chances*';  
You participate in one of the 18 elective courses, prior to course four homework questions have to be prepared;
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Price per student: incl. lunch (5x) and public transport ticket: 120EUR
- Additional expenses: accommodation, travel to and from Heidelberg, personal expenses, breakfast and dinner;
- Registration and payment has to be done through the link from Heidelberg (we will sent you once you have been selected);
- Pre-requisites: 1 or 2 years business studies, in Management or International Business; (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 21 September 2023**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht;
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl);
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**B. 23-27 October 2023, International Business Week', 'International Negotiation-Doing Business with Emerging Markets'**

Location: EPHEC Brussels, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Finance, Management or International Business;
- Arrival Sunday, departure Friday;
- 5 days Intensive Programme on: 'International Negotiation-Doing Business with Emerging Markets'
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is approx. €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes breakfast (5x), lunches (5x), dinner (1x) and 5 nights in the youth hostel and study programme
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week.
- Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x);
- Registration and payment has to be done through the link from EPHEC (we will send you once you have been selected);
- Pre-requisites: 1 or 2 years business studies, in Management or International Business; (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This needs to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 29 September 2023**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht;
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl);
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**C. 27 January – 4 February 2024 'European Creative Futures' (innovation& entrepreneurship)**

**Location: Utrecht, the Netherlands**

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

- 7 days (8 nights); Intensive Programme, focusing on Innovation & Entrepreneurship;
- The target group consists of 2nd/3rd year students;
- Entirely in English;
- Arrival day, Saturday 27 January, departure Sunday 4 February
- Lecturers from min. 5 countries;
- European Creative Futures is a 3 ECTS module, running over 7 days + some pre-departure study activities and one pre-departure online session, in which you work in teams with other students from different countries and different educational backgrounds. With students of music, marketing, business, engineering and many other backgrounds you share experiences and points of view and learn together about entrepreneurship. This innovative programme provides a unique opportunity to widen your professional identity by acquiring entrepreneurial attitude and skills. You are encouraged to formulate new business ideas of your own and to develop innovative products, services and concepts using the skillsets of everyone involved. The programme covers areas such as trends in the creative sector, case studies of successful entrepreneurs, small enterprise financing (incl. crowdfunding), business planning, storytelling, design thinking, marketing & sales and social media in business. The programme provides a combination of classroom activities and social activities. Next to learning about entrepreneurship, the social aspect and international network you build make it an unforgettable experience. This year the ECF programme is hosted by Hogeschool Utrecht, which means that some extra insights into creative entrepreneurship will be given. It will also give you the opportunity to experience music written and performed by world-class musicians in an intimate setting, which is an added bonus to this exciting entrepreneurship programme!
- **Available for Business Studies students: 12 places (exchange students are also welcome but are not entitled to receive an Erasmus fund)**
- Costs: 25 EUR (including a formal dinner and some lunches) We will ask you to make a payment of 50EUR through a payment link we will send you and will refund 25EUR after full and positive completion of the programme.
- Additional expenses are personal expenses and transport to the destination
- Pre-requisites: 2 years business studies (or in year 2 Fast Track IB)
  - Study load 3 ECTS, which can be registered in Osiris in case of pre-approval by the Exam Board. To be rewarded 3 ECTS you have to pass the IP programme. The final assessment is based on active full-time participation, performance on the various assignments during the IP, and a short evaluation after completing the programme. On passing, one will receive a certificate.
- **Registration deadline: 25th of October 2023**
- No refunds are possible for cancellations after the registration deadline
- To apply, please send a brief letter of motivation to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) and [roderick.udo@hu.nl](mailto:roderick.udo@hu.nl), in which you describe what you hope that this international intensive programme on creative entrepreneurship and innovation will bring you, and what you can bring into the programme (think of skills, knowledge, background, passions, personal traits, etc.)
- Please make sure if joining the IP, that this will not result in study delay. Please check with teachers if/how being away for the programme can be tackled. This needs to be done before the deadline for registration of the IIP;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)

**D. Brussels, Belgium 25 February-1 March 2024, International Marketing Week', Transforming a business model for a sustainable future?"**

Location: Brussels, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management or International Business;
- Arrival Sunday, departure Friday;
- 5 days Intensive Programme on: 'How to support a company to become circular'
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is approx. €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes breakfast (5x), lunches (5x), dinner (1x) and 5 nights in the youth hostel and study programme
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week. Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x);
- Registration and payment has to be done through the link from EPHEC (we will send you once you have been selected);
- Pre-requisites: 1 or 2 years business studies, in Marketing, Management or International Business; (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This needs to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 31 December 2023;**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht;
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl);
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**E1. 11-15 March 2024, International Business Week', 'Bike simulation Business Management'**

Location: Hochschule Kaiserslautern, Zweibrücken, Germany

- Entirely in English
- The target group consists of 2nd/3rd year students;
- Arrival in Zweibrücken on Monday afternoon 11 March, departure Friday 15 March;
- 5 days Intensive Programme: General Management is a business management simulation that establishes a link between business management theory and business management in practice;
- Including company visit;
- Price per student incl. transportation, breakfast, lunches (4x) and 4 nights in the youth hostel with breakfast and local transfers: €245;
- Additional expenses: travel to and from Zweibrücken, dinners, personal expenses;
- Pre-requisites: 1 or 2 years business studies (or in year 1 Fast Track IB);
- This is a regular week in term C. Participants are expected to **pre-arrange** agreements with their teachers regarding missed lessons and assignments. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 15 December 2023:**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht.
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP



**E2. 11-15 March 2024, Blended Intensive Programme', "Bike Simulation Business Management ", hybrid**

Location: Hochschule Kaiserslautern, Zweibrücken, Germany

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

- Entirely in English
- The target group consists of 2nd/3rd year students;
- Arrival in Zweibrücken on Monday afternoon 11 March, departure Friday 15 March;
- 5 days Intensive Programme: General Management is a business management simulation that establishes a link between business management theory and business management in practice;
- Including company visit;
- Price per student incl. transportation, breakfast, lunches (4x) and 4 nights in the youth hostel with breakfast and local transfers: €245;
- Price per student online: €71,40
- Costs: The fee of the programme is approx. €350. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches, study programme, study material, company visit.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from Zweibrücken, dinners, personal expenses;
- Pre-requisites: 1 or 2 years business studies (or in year 1 Fast Track IB);
- This is a regular week in term C. Participants are expected to **pre-arrange** agreements with their teachers regarding missed lessons and assignments. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 15 December 2023;**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht.
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**F. Belgium, Brussels, 17-22 March 2024, International Week "Bring a practical solution for Bertinchamps Beers market share"**

Location: Brussels, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English;
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Finance, Marketing, Management or International Business;
- Arrival Monday, departure Friday;
- 5 days Intensive Programme on: 'The Fresh Connection'
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches (5x), dinner (1x), accommodation in a youth hostel, visits and study material.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from 'Brussels, personal expenses and 4 dinners.
- Registration and payment has to be done through the link from EPHEC (we will sent you once you have been selected)
- Pre-requisites: 2,3 and 4th years business studies, in Finance or Management; (or in year 1 Fast Track IB)
- Please make sure if joining the IP, will not result in study delay. This needs to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 31 January 2023**
- Registration: by e-mail [to international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht.
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**G. Belgium, Brussels, 17 – 22 March 2024, International (Law) Week, 'Lobbying & Networking in Brussels' ,**

Location: Brussels, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management or International Business;
- Arrival Sunday, departure Friday;
- 5 days Intensive Programme on: 'Lobbying & Networking in Brussels'
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches (5x), dinner (1x), accommodation in a youth hostel, visits and study material.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x);
- Registration and payment has to be done through the link from EPHEC (we will sent you once you have been selected);
- Pre-requisites: 1 or 2 years business studies, in Marketing, Management or International Business; (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 31 December 2023**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht;
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl);
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

## H. Brussels, Belgium 7 -12 April 2024, 'Managing a Supply Chain through gamification'

Location: Brussels, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English;
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management, Accounting or International Business;
- 5 days Intensive Programme
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches (5x), dinner (1x), accommodation in a youth hostel, visits and study material.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x);
- Registration and payment has to be done through the link from EPHEC (we will sent you once you have been selected)
- Pre-requisites: 2 years business studies, in Marketing, Management, Accounting or International Business; (or in year 1 Fast Track IB)
- Please make sure if joining the IP, will not result in study delay. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 31 December 2023**
- Registration: by e-mail [to\\_international.hubs@hu.nl](mailto:to_international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht.
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

## I. Belgium, Leuven, 14-19 April 2024 International Business Week 'Drive your business with relevant KPI's'

Location: Louvain-la-Neuve, Belgium

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management, International Business, Finance or Accounting;
- Arrival Sunday, departure Friday night;
- 5 days Intensive Programme on: 'Drive your business with relevant KPI's'
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches (5x), dinner (1x), accommodation in a youth hostel, visits and study material.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x)
- Registration and payment has to be done through the link from EPHEC (we will sent you once you have been selected)
- Pre-requisites: 1 or 2 years business studies, in Finance or Accounting (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact hours during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 15 January 2024**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht.
- No refunds are possible for cancellations after the registration deadline.
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

**J. Belgium, Leuven, 14-19 April 2024, International Marketing Week,  
"How to optimize the marketing plan of a Belgian brewery"**

Location: Louvain-la-Neuve, Belgium

Please note this programme is Erasmus granted (and participation is therefore  
'free'/budget neutral)

For over 5 years, annually approx. 5 students of our Business School have successfully participated in this 'Intensive Week' with our well respected Belgium partner.

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Marketing, Management, International Business;
- Arrival Sunday, departure Friday night;
- 5 days Intensive Programme on: 'how to develop sustainable beer project in the Belgian beer sector
- 'First come-first serve-basis'; **available for Business Studies students: 5 places**
- Costs: The fee of the programme is €290. However, you will receive an Erasmus grant\*\* of approx. €70 EUR per day (including travel days) afterwards, which covers your costs. The programme fee includes B&B, lunches (5x), dinner (1x), accommodation in a youth hostel, visits and study material.
- The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week
- Additional expenses: travel to and from 'Brussels, personal expenses, dinner (4x)
- Registration and payment has to be done through the link from EPHEC (we will sent you once you have been selected)
- Pre-requisites: 1 or 2 years business studies, in Marketing, Management and International Business (or in year 1 Fast Track IB);
- Please make sure if joining the IP, will not result in study delay. This need to be done before the deadline for registration of the IIP;
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 2 EC's points. To be rewarded 2 ECTS, you have to 'pass' the IP program. Study load is based upon: preparation (assignment, self-study, contact **hours** during the week. The final assessment is based on presence (obligatory) and the student's performance on the various assignments during the IP. On 'passing', one will obtain a certificate;
- **Deadline for registration: 15 January 2024;**
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht,
- There is no refund for withdrawal after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss lessons. This needs to be done before the deadline for registration of the IIP

## K. Responsible Business & Innovation: Business & Arts Innovation Lab – Overhaul of Utility Thinking (BAIL-OUT), 15 - 19 April 2024,

Please note this programme is Erasmus granted (and participation is therefore 'free'/budget neutral)

Location: Lahti, Finland

- Entirely in English
- The target group consists of 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> year students in Finance and Accounting (both Dutch and English taught bachelors programmes)
- Arrival on the 14<sup>th</sup> of April, departure on the 20<sup>th</sup> April;
- 5 days Intensive Programme on responsible value creation, sustainable innovation in a multidisciplinary environment of arts & business and additional online, centrally organised study activities starting two weeks prior to the plenary gathering in Lahti in April 2024
- Brief programme description: *Most of us grew up with a concept of value that is explained mainly in financial terms. However, over the past decades social and environmental impact in innovation have become more prominent. This is also reflected in the United Nations sustainable development goals (SDGs). Many of us are looking for ways to balance the financial value that is deeply rooted in society with other types of value. You may also want to change your thinking but you probably do not exactly know how. Cross-disciplinary and cross-cultural co-operation can play a central role in finding new ways. This programme was designed to learn about sustainable value creation together with students, entrepreneurs and creatives from many countries across Europe, all bringing in your own experience, knowledge and skills. Roughly half of the students and staff have an arts background (music, visual arts) and the others are from backgrounds such as finance, business information systems, marketing and communication. Different scientific disciplines have different traditions and ways of approaching issues in society. Students, lecturers and researchers alike can be inspired by hearing how peers from other disciplines measure things, structure their ideas and turn them into action. People from different countries bring different cultures. This blend poses challenges but in an open atmosphere, such as this IP, a common language can be found. The programme combines education with social activities in the Finnish city of Lahti!*
- 'First come-first serve-basis'; available for HU business students: 8 places (exchange students are also welcome but are not entitled to receive an Erasmus fund. Acceptance based on brief motivation letter; in case of equal quality of motivation letters, applicants will be accepted in order of reception of the application.
- Costs: The fee of the programme is €350. However you will receive an Erasmus grant of approx. €70 EUR per day afterwards, that covers the cost of living and a part of the travel costs. The fee includes B&B, lunches, study programme, study material, excursions, social activities and a formal gala dinner. At registration we will ask you to pay a registration fee of 50 Euros, the remainder will be due on 15 February.
- \*\*The Erasmus fund is only applicable for EU students following a complete bachelor/master at HU University. If you are an EU exchange student, then you have the possibility to apply for a fund for short term mobility abroad at your home university but you will not receive an additional grant from HU for this study week.
- Additional expenses: personal expenses, flights, accommodation, lunches (you get a very good student deal at the university restaurant), transport to Helsinki – your Erasmus funding is 7 times 70 euros = 490 euros, so a good part of it can be used towards these costs.
- Pre-requisites: 1 or 2 years business studies (or in year 1 Fast Track IB);
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 3 EC as electives ('profielingsruimte') in your bachelors programme. To be rewarded 3 EC, you have to 'pass' the IP program. Study load is based upon: preparation, assignments, self-study, contact hours during the week and a reflection report. The final assessment is based on presence (obligatory), the student's performance on the various assignments during the IP and a reflection. On 'passing', one will obtain a certificate;



- To apply, please send a brief letter of motivation to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) and [roderick.udo@hu.nl](mailto:roderick.udo@hu.nl), in which you include:
  - Brief description of what you think this international intensive programme can bring you
  - Which skills you can bring into the programme
  - Which study programme you are currently in
  - Previous education
  - Age
  - International experience (if any – not necessary)
- **Deadline for registration: 20 November 2023** (early bird) and **14 December 2023** (final deadline); [early bird – first selection will be made from applicants who applied before this deadline; if any places are left after this date, the final deadline for late registration is 14th of December 2023]
  - 
  - No refunds are possible for cancellations after the registration deadline.
  - More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
  - Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss classes. This needs to be done before the deadline for registration of the IP.



## **L. Management & Culture, India New Delhi, 29 January 2 February 2024**

Location: University of Delhi, New Delhi, India

- Entirely in English
- 5 day intensive program with students of University of Delhi, Miranda House and Shiram College of Commerce, on 'Management & Culture'.
- Price per student:
- Costs: cost of accommodation, breakfast, lunch and local transfers €235,- for economics & management students.  
For dinner you should budget approx € 8,- per day  
Lunch and dinner over the weekend is at own expense  
You will be hosted in a hostel (B&B)  
There is no fee charged for this programme, the costs are only those, related to B&B, lunches, study content and local transport within the programme;
- Additional expenses: travel to and from Delhi (India), excursion Taj Mahal (€ 50), (visa costs, personal expenses. Flight and visa to be arranged and paid for by yourself. Tickets available from €400-800; the earlier you book, the cheaper your flight.
- There is no refund for withdrawal after the registration deadline;
- Vaccinations: Hepatitis A and DTP is recommended (not compulsory)
- Maximum of participants of Utrecht Business School is 16, on basis of motivation and "first come-first serve"
- Pre-requisites: 1 year in Business Studies (or in 1st year of Fast Track IB)
- In case of approval of the Exam Board for validation (please check before registration if that would be possible in your programme), and subject to a positive assessment for your participation during the week, you may be rewarded 3 EC as electives ('profielingsruimte') in your bachelors programme. To be rewarded 3 EC, you have to 'pass' the IP program. Study load is based upon: preparation, assignments, self-study, contact hours during the week and a reflection report. The final assessment is based on presence (obligatory), the student's performance on the various assignments during the IP and a reflection. On 'passing', one will obtain a certificate;
- Deadline for registration: 1 December 2023;
- Registration: by e-mail to [international.hubs@hu.nl](mailto:international.hubs@hu.nl) or by appointment, Heidelberglaan 15, Utrecht;
- No refunds are possible for cancellations after the registration deadline;
- More info: [international.hubs@hu.nl](mailto:international.hubs@hu.nl)
- Please make sure if joining the IP, that this will not result in study delay (please check your schedule for this week) and make pre-departure arrangements with teachers (to catch up) in case you will miss classes. This needs to be done before the deadline for registration of the IP.

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Please bear in mind that for all IP's a so called code of conduct has to be signed (see attached). In case of misbehavior during the IP, appropriate measures will be taken.

Within two weeks after the IP, a reflection has to be filled out and handed in or has to be sent via email to [international.hubs@hu.nl](mailto:international.hubs@hu.nl)

## **Code of Conduct for students of HU University of Applied Sciences Utrecht who take a Study Abroad period**

HU University of Applied Sciences Utrecht values and promotes international educational opportunities and you are probably very much looking forward to your upcoming international experience. Nevertheless you must realise that you will be living and working in a different cultural environment and that you are representing HU during this period. You must therefore:

- Be sensitive and alert to customs, values and ethics of the local culture and religion;
- Be careful with the use of alcohol; alcohol abuse and resulting behaviour can bring you in danger and will damage not only your reputation but also the reputation and partnership of HU;
- Be aware that many countries have very strict rules regarding the possession and/or use of drugs.

The purpose of the code is:

- To increase the safety while staying abroad;
- To maximise the student's professional attitude;
- To stimulate the quality and the impact of the study exchange, internship or study trip for all involved: the host organisation/university and its stakeholders, HU and the student.

**The participation in the study related trip abroad, implies that the student agrees with this code of conduct, implying he/she shall live and act accordingly.  
During the study period the student is representing HU and shall:**

### ***Principally***

#### ***1. Act professionally***

- aspire to the utmost professionalism;
- aim for objectivity, completeness and openness in reporting on the successes and failures of his/her activities;
- cooperate with others - professionals and stakeholders - when the implementation of an assignment so requires;
- inform the coordinator/supervisor promptly and correctly as to any barriers, inconsistencies or limitations to successfully completing an assignment;
- be frank and open regarding his/her own qualities and limitations;
- take his/her personal, the organisation's/university's and its staff and customers' safety into careful consideration.

#### ***2. Act with integrity***

- implement any assignment with utmost integrity, transparency, respect and care;
- ensure that all confidential information obtained within the scope of an assignment is handled correctly and with confidentiality;
- refrain from behaviour that might harm the prestige of other HU-students doing an internship or study period abroad;
- be accountable to the organisation/university providing the internship/study programme;
- report evidence or allegations of corruption or fraud in current procedures within the organisation.

#### ***3. Respect the organisation's customers/university's students and staff***

- be aware of his/her role as a foreign student taking part in a developmental process;
- respect local culture and customs; support the dignity of all; refrain from any discrimination or harmful behaviour in terms of age, sex, health-status, ethnicity and other diversity, and from misuse of power; and at all times respect all fundamental human rights.

#### ***4. Stimulate sustainability***

- promote social, financial and environmental sustainability;
- contribute to (local) capacity development of both organisation's partners, stakeholders and customers within the scope of the assignment.

### ***Practically***

#### ***5. Travel carefully***

- in some countries, travel during day time only and preferably in well-known company;
- refrain from hitchhiking;
- in some countries, refrain from driving a car or boat or any other motorized vehicle.

***6. Take precautions and act modestly***

- refrain from involving in situations with tension caused by an accident, a fight, a confrontation of political parties and the like;
- refrain from going into areas that are notified as unsafe;
- show respect and dignity to officials and obey instructions;
- do not sign any declaration, do not confess;
- contact the local supervisor or the Dutch embassy prior to your arrival and in case of any emergency;