

# GLOBAL PROFESSIONALS



# Goals

- \* Learn about different cultures and professional disciplines
- \* Explore and apply different cultural models
- \* Get more insight in the latest international innovations in your discipline
- \* Discover what professional international opportunities you have
  - \* *Work together with Dutch and international students from different disciplines*
- \* *Y2: prepare you for the internship*

# Work forms

- \* Workshops: introduction
- \* flipped class – you present: Market presentations
  
- \* **Mindset:**
  - \* Co-creation

# Module schedule

Session 1	Introduction	March 19
Session 2	Market 1	April 16
Session 3	Market 2	April 23
Session 4	Market 3	May 7
Session 5	Market 5	May 14
Session 6	Market 5	May 21
Session 7	Concluding session	May 28

Block C and D: Wednesdays evening **18.00 till 20.30 hrs**, face to face

# Deliverables – 5 products

## A. In pairs

- A market presentation, cultural objects, guest speakers
- A study planet (travel magazine: based on desk research and interviews with professionals)

## B. Individual

- The preparation assignments
- A concluding presentation/poster for the last session (learning journey)
- A reflection document (learning journey)

# Study planet - Sweden



## EDITORIAL



Hello all,

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We are Manon and Annefleur, we are both from the Netherlands and we have been looking into Sweden for the past weeks. We have analysed the Swedish culture and subcultures, work- and study life and innovations in our discipline: design. We are surprised by the progressive attitude of Sweden and the forces that we found for it in the cultural roots. Sweden is an innovative leader that wants to change the norm. We were surprised to see many similarities with the Dutch culture and values, and inspired by the innovative design in the country. In this magazine we share our knowledge with you, and hope that you will enjoy and learn from it. This magazine will also help you to come prepared to our presentation market, we are looking forward to seeing you there!

*Manon and  
Annefleur*

We are in contact with two people that work or have worked in the discipline of design in Sweden. Due to the online environment, and the fact that we don't know many Swedes ourselves, it has been difficult to get in contact. We will update you with the insights of our interviews with these people about Swedish culture, work life and design soon:

Aurora Kroon has done many different jobs in the creative field in the past, among others in Communications and Marketing. Over time, she has shifted her direction into Sustainable Business Development. She is currently busy founding her company 'Regenerative Minds'. We will interview Aurora about Social Entrepreneurship in Sweden.



AURORA KROON

INTERVIEWS WITH AURORA KROON & NOUKKA SIGNE



NOUKKA SIGNE

“ CULTURE,  
WORK, DESIGN  
& LIFE ARE ALL  
INSEPERABLE ”

As a student, Noukka Signe started an UI/UX role at Triple, working on projects for RTL, Vodafone, Telenet and on Triple's own products like SpotOn - from 2015 to 2017. After Triple, she joined Resolut as a Visual Designer working for clients such as Loyens & Loeff, OHRA, NN and ING Netherlands.

Noukka is also a freelance photographer on the side, creating creative imagery for stock agencies or doing portrait shoots with local entrepreneurs and artists. In 2018 she joined Klarna as a Product Designer in Stockholm, until she moved to Berlin in March 2020 for an internal move. We will interview Noukka on cultural differences within the creative industry.

STAY TUNED TO GET TO KNOW THEM BETTER SOON!



# What the students say

- \* *"The course was very valuable to me. I have developed my cross-cultural competences, learned to apply cultural models and have increased my awareness about the growing importance of being a global professional. I have developed an understanding of my cultural-fit and have decided in which environment I want to do my internship. I have met amazing people and it was a great learning experience to organize and attend the presentation markets. I could recommend the honours course to every student who wants to work or study in an intercultural environment."*
- \* *"The course itself is, I think, composed of interesting modules or assignments. All in all, all exciting things that really sweetened the research work."*
- \* *"We also learned a lot about ourselves:*
  - *We all became much more aware that we do carry around quite a lot of prejudices - positive and negative.*
  - *I think many of us are less afraid to consider going abroad, not for vacation, but for internship or study.*
  - *We discovered that despite a lot of research, there are still many things to discover and we can always be surprised.*
  - *We also learned that sometimes it's good to explore things that at first glance you have no connection to at all"*



# Interested?

\* Email me: [cristina.chisalita@hu.nl](mailto:cristina.chisalita@hu.nl)