

HAN_UNIVERSITY
OF APPLIED SCIENCES

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OF APPLIED SCIENCES

OPEN DAY COMMUNICATION

International school of business

Open up new horizons



YOUR HOST_



Marc van der Meer

Marketing Communication, Consumer Psychology and Research



Ingeborg van den Heuvel

Branding, Digital Marketing, Customer Journey



WELCOME

INTERNATIONAL SCHOOL OF BUSINESS

The International School of Business (ISB) is part of HAN University of Applied Sciences.

WHAT WE GIVE

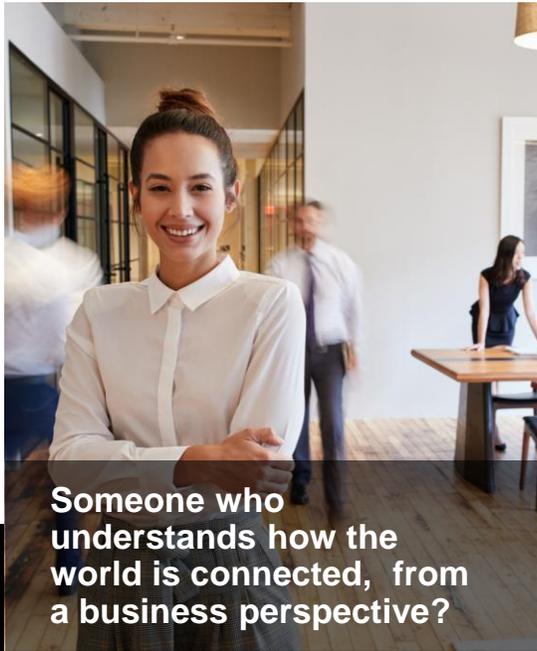
We provide International Business education in an international setting, in close collaboration with our partner universities and our partners from the worldwide business community.

WHAT YOU BECOME

We train you to be a global citizen who can succeed in any modern business setting!



ARE YOU_



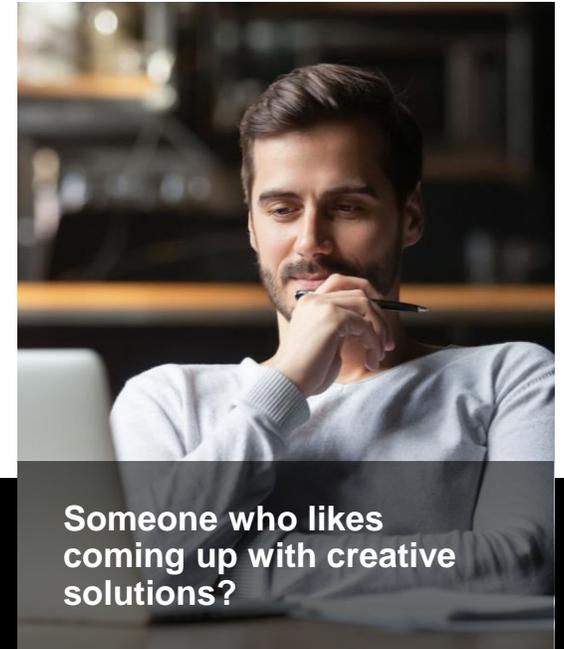
Someone who understands how the world is connected, from a business perspective?



Someone who speaks/wants to speak several languages?



Someone who understands how communication affects people, planet and profit?



Someone who likes coming up with creative solutions?

COMMUNICATION BACHELOR OF ARTS

Develop a
communication strategy

Persuade people to
become loyal customers

Design an online
campaign

Engage employees



You will be prepared for a dynamic international career in marketing communication, branding, public relations, content marketing, social media or internal communication!



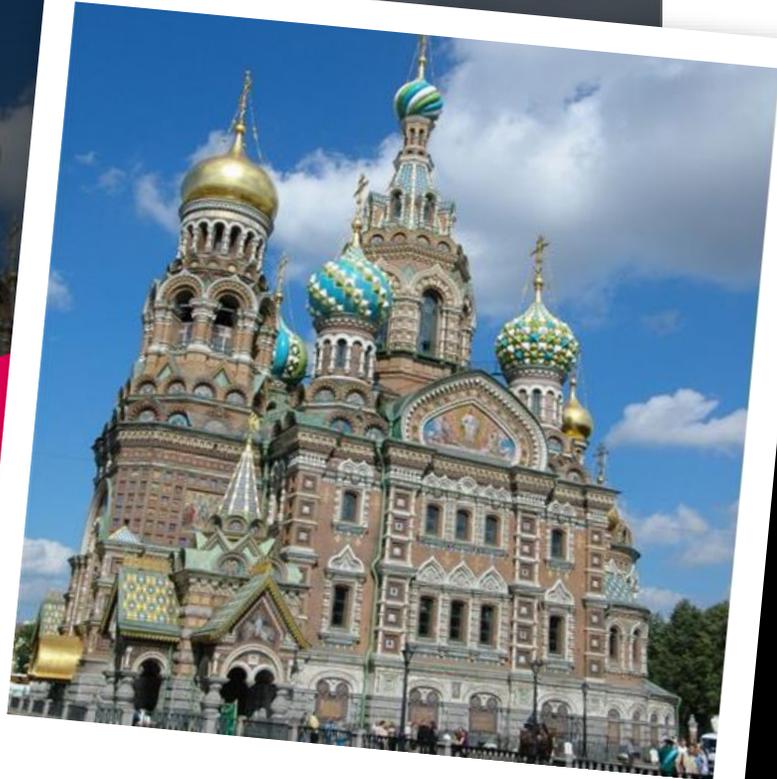
HOW DO WE HELP YOU?

INTERNATIONAL CAMPUS, MORE THAN 60 NATIONALITIES



LOCATIONS

COMMUNICATION STUDIES HOUSE_



YEAR 04

**G-Cluster
GRADUATION**

YEAR 03

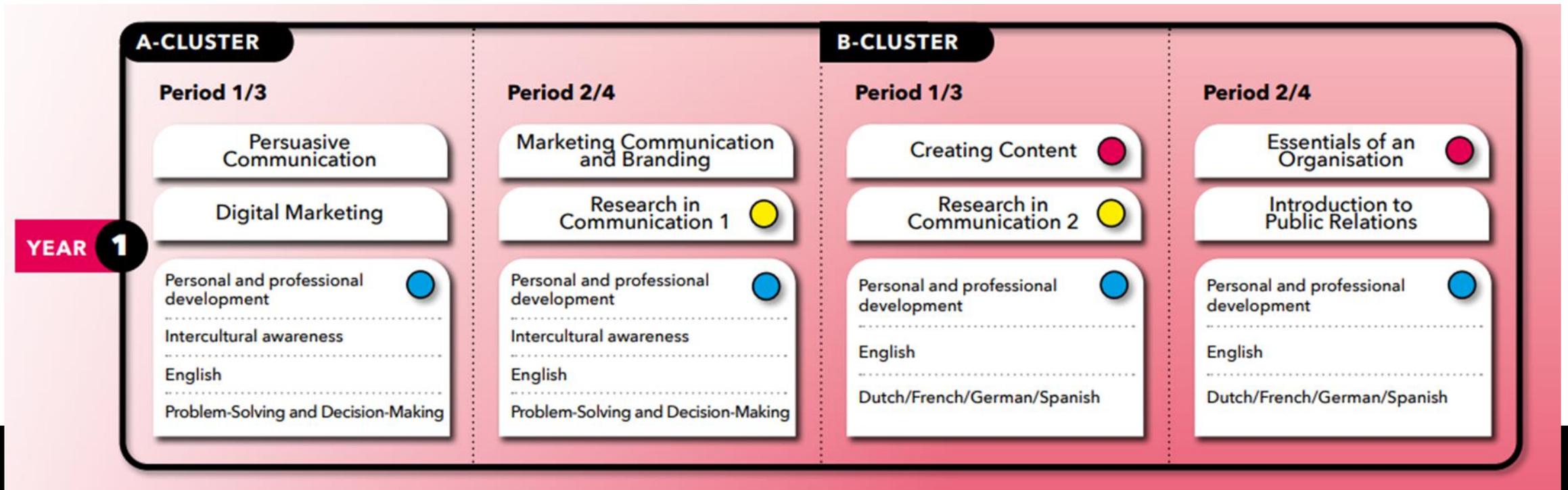
**Internship /
STUDY ABROAD**

**YEAR 02
YEAR 01**

**Professional roles
CONTEXT**

YOUR STUDIES IN ONE OVERVIEW

One academic year has two semesters (clusters) and four periods.



Communication

Public Relations

Global trends in Internal Communication

Capita Selecta (Creative Writing/Design Thinking)

E-CLUSTER

F-CLUSTER

YEAR 3

MINOR

3RD YEAR INTERNSHIP

C-CLUSTER

D-CLUSTER

Business and Communication

People and Communication

Period 1/3

Period 2/4

Period 1/3

Period 2/4

Multimedia Production

Communication in International Marketing

Research Customer Journey

Organization in Change

Business Communication

Business Communication

Business Communication

Business Communication

Dutch/French/German/Spanish

Dutch/French/German/Spanish

Dutch/French/German/Spanish

Dutch/French/German/Spanish

Elective

Elective

Elective

Elective

Personal and Professional development

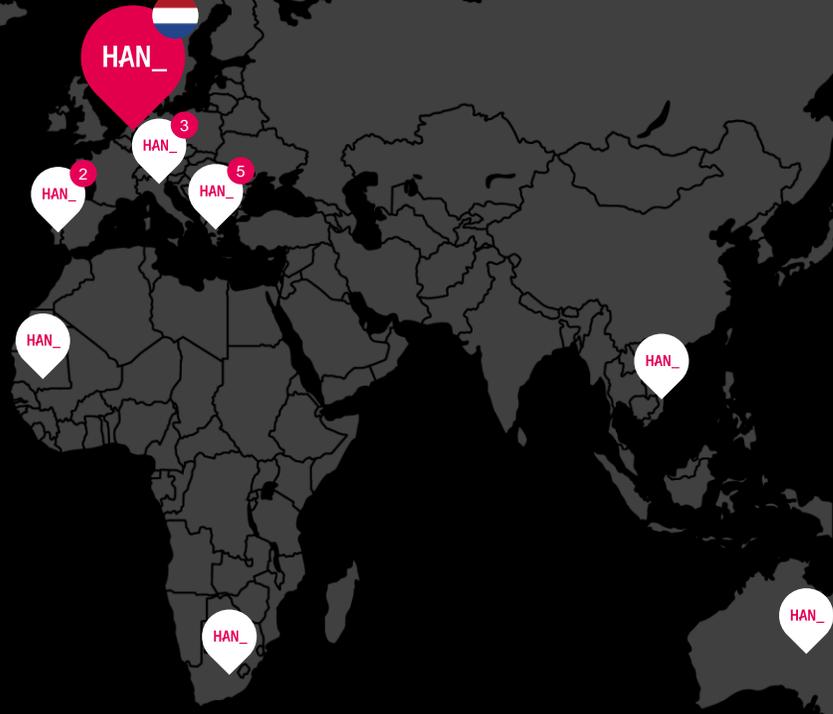
Personal and Professional development

YEAR 2

STUDY ABROAD

Choose one of our
 **100+**
partner universities
worldwide!

LOCATIONS



GRADUATION INTERNSHIP

- Final semester of 4th year
- Real work experience
- Reflection
- Possibilities worldwide
- Show the world that you are a young professional!



CAREER OPPORTUNITIES



Careers

- Employee Engagement Expert
- Content Manager
- International Public Relations Manager
- Alumni Officer
- Internal Communication, Change and Knowledge Management
- Influencer Marketing Manager
- Internal & Corporate Communications Associate



Degree

→ ...or get your Masters degree!

DUTCH AND INTERNATIONAL COMMUNICATION

What is the same? →

What is different? →

- Competencies
- Diploma
- Roles in an organization

DUTCH AND INTERNATIONAL COMMUNICATION

What is the same? →

What is different? →

- International / intercultural context
- International / intercultural classroom
- International minor and internship is compulsory

A photograph of three young adults (two men and one woman) sitting on the grass, looking at a tablet together. The image is semi-transparent and serves as a background for the left side of the slide.

ADMISSION REQUIREMENTS

→ Secondary school diploma for entrance to higher education

VWO

HAVO

MBO-4

ABITUR

FACHHOCHSCHULREIFE

SMA

IB

A-LEVELS

→ Course Selection Check (all students)

→ IELTS 6.0/TOEFL 80 (Int. Students)



SPEAKING ENGLISH

IN CLASS

FREE STUDENT TUTORING AT ISB

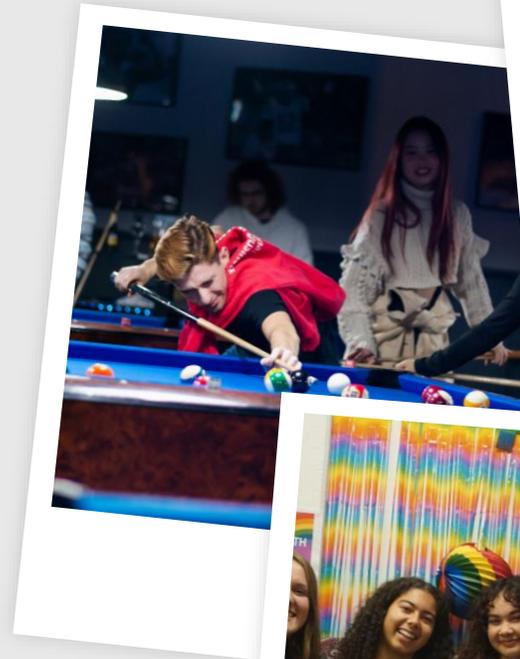
Tutoring by student assistants

→ Example subjects: Finance, International Economics, English or Spanish



ISB COMMUNITY

- ISB Event Team
- ISB Social Media Team
- ISB Communications Team
- Monthly rotating sports organized by the ISB community:
 - Basketball tournaments
 - Volleyball
 - Football tournaments
 - Biljard
- Photography Club
- Seasonal Trips



BEAUTIFUL ARNHEM_



STUDENT FOR A DAY

Curious to know what it is like to be a communication student
at HAN – International School of Business?



Sign up!

Sign up via QR code or visit:

 HAN.NL/IB

 HANUNIVERSITY.COM/IB

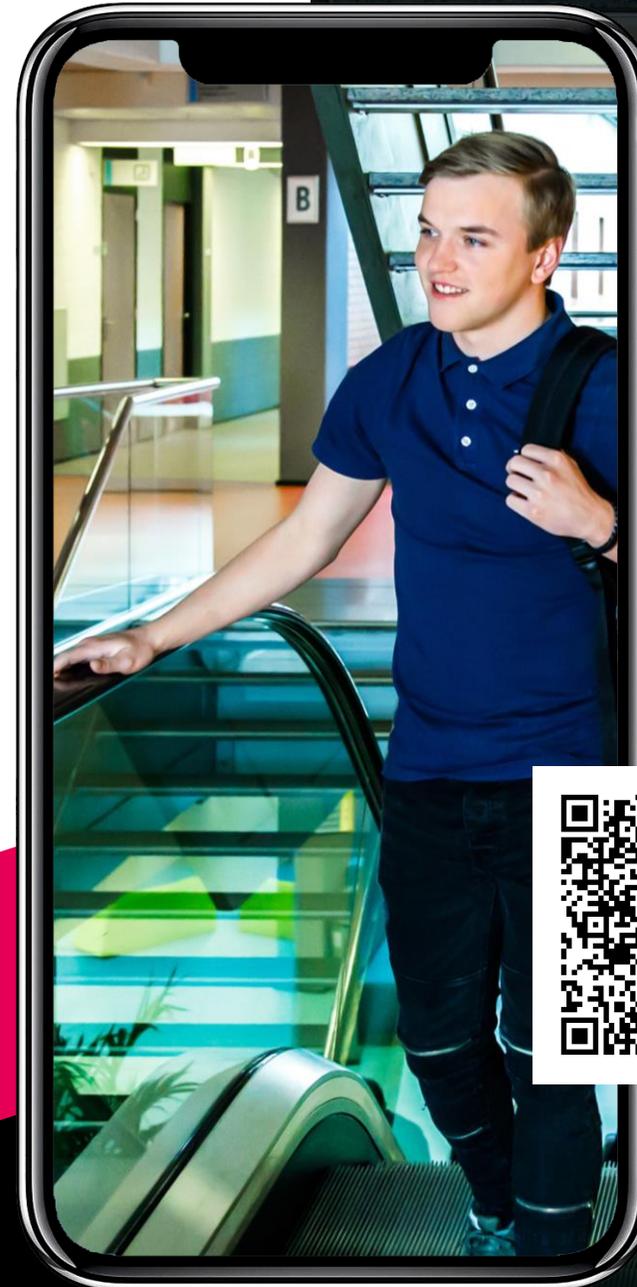
PROGRAM STUDENT FOR A DAY

20 February and 15 April

- Storytelling
- Branding
- Intercultural Awareness



Including Campus tour & lunch



Scan me

MEET 1:1 WITH A TEACHER OR STUDENT

Do you have a burning question about studying International Business at the HAN? Sign-up for a 1:1 meeting!



Sign up!

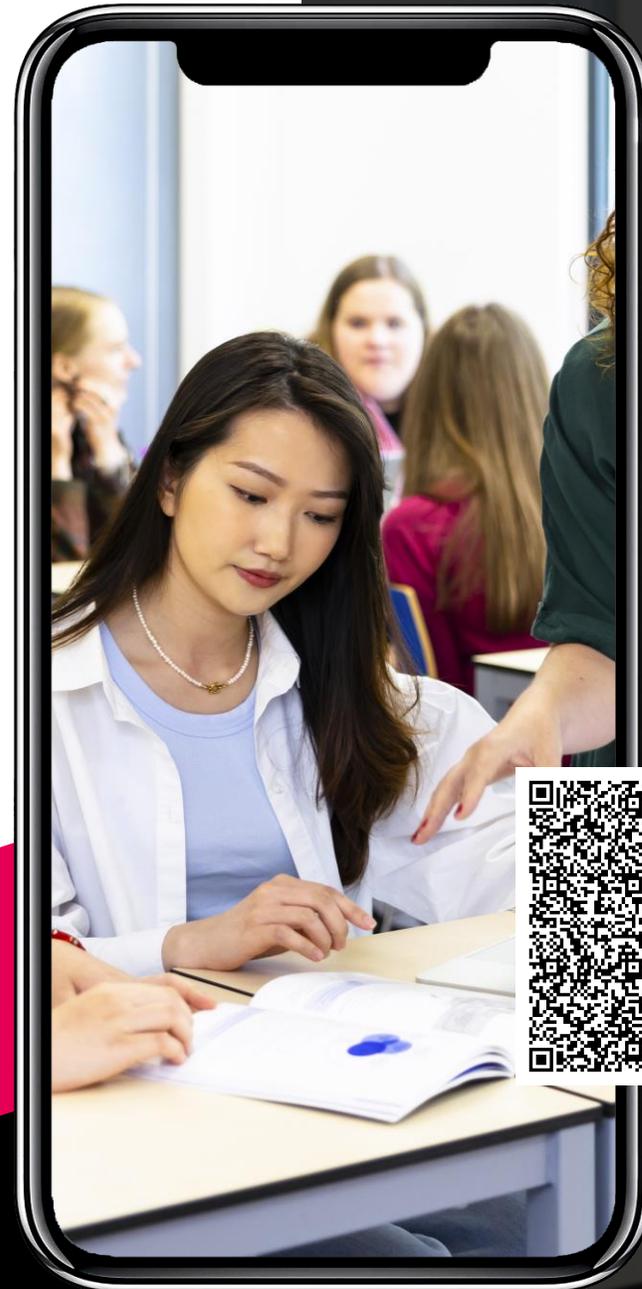
Sign up via QR code or visit:

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 HANUNIVERSITY.COM/IB

JOIN CLASSES (MEELOOPDAG)

- Join an CS class and experience an international classroom
- Sign up on time



Scan me



Includes a student buddy



Han_isb_buddy



762 likes

HAN University of Applied Sciences

FOLLOW US! @han_isb_buddy

Instagram



INSTAGRAM BUDDY

Ask Students about Student Life in Arnhem and at The ISB

GOT ANY BURNING
QUESTIONS?



Email us
firstyear.isb@han.nl





ARE THERE ANY
QUESTIONS?

Q&A