

Summer School Programme

Course - Intercultural Communication & Leadership

Duration - 2 weeks

Period - July 14- July 26, 2024

Week 1 (Intercultural Communication)					Week 2 (Leadership)						
Start	End	Activity	Description	Lecturer /Trainer	Location/ Room	Start	End	Activity	Description	Lecturer /Trainer	Location/Room
Monday						Monday					
9:00	10:00	Welcome & Introduction to the course	Welcoming the new students and introducing them to the 2-weeks programme and the assessment in the form of group presentations. Form groups for end-of course presentations, get to know your group mates			9:00	11:00	Decision-making	Learn about different (ethical) decision making models and techniques under uncertainty and constraints in an intercultural environment		
						11:00	11:15	Coffee break			
10:00	11:00	Impactful communication	Gain insight into how communication can help you to navigate in a complex professional			11:15	12:30	Workshop effective leadership	Application exercise with a decisionmaking template		
11:00	12:00	Workshop on attributes of an effective communicator	Application exercise: effective communicator			12:30	13:00	Lunch break			
12:00	13:00	City tour	Social/touristic event			13:00	14:00	Presentation Preparation/Language and presentation support	in groups		
13:00	14:00	Welcome lunch	Lunch in the city centre								
Tuesday						Tuesday					
9:00	11:00	Intercultural communication: Influencing factors 1	Learn about intercultural communication: dimensions of culture and aspects of identity			9:00	11:00	Stakeholder involvement and management	Learn how to involve and collaborate with stakeholders through effective communication		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop on intercultural communication	Application exercise: case study intercultural communication			11:15	12:30	Workshop on effective decision-making	Application exercise: effective decision-making based on a template		
12:30	13:00	Lunch break (Lunch will be delivered by Partycare 30 sandwiches)				12:30	13:00	Lunch break			
13:00	14:00	Workshop follow-up for Mon & Tue/Language and presentation support	Discussion & Reflection			13:00	14:00	Workshop follow-up for Mon & Tue/Language and presentation support	Discussion & Reflection		
Wednesday						Wednesday					
9:30	10:00	Intercultural communication: Influencing factors 2	Learn about intercultural communication influencing factors: globalisation and bet			9:00	11:00	Change Management	Learn about strategies and approaches in leading innovation and change		
10:00	12:00	Workshop on intercultural communication	Application exercise: case study (continued) intercultural communication			11:00	11:15	Coffee break			
12:00	13:00	Lunch				11:15	12:30	Workshop on change management			
13:00	15:00	Presentation Preparation/Language and presentation support	In groups			10:30	12:00	Lunch break	Application exercise: how to motivate other for change		
						12:00	13:30	Presentation Preparation/Language and presentation support	In groups		
Thursday						Thursday					
9:00	11:00	Leadership strategies and styles	Learn about different leadership strategies and styles			9:00	11:00	Collaborations & building a professional network	Learn how to build a professional network and adopt strategies to cultivate valuable relationships and leverage networks effectively.		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Application exercise: dealing with conflict in the workplace			11:15	12:30	Workshop on collaborations & network building	Application exercise and/or Discussion & Reflection		
12:30	13:00	Lunch break (12 lunch boxes from Urban Apeldoorn)				12:30	13:00	Lunch break			
13:00	14:00	Workshop follow-up for Wed & Thurs/Language and presentation	Discussion & Reflection			13:00	14:00	Presentation Preparation/Language and presentation support	In groups/ upload presentation		
Friday						Friday					
9:00	11:00.00	Effective leadership communications & performance management	Learn more about being effective leader and how to manage performance			9:00	10:30	Presentations	PPT, Prezi or Video presentations + Feedback		
11:10	11:25	Coffee break				10:30	10:45	Coffee break/Prep time			
11:45	12:45.00	Workshop follow-up	Application exercise: skills of good communicators			10:45	12:15	Presentations	PPT, Prezi or Video presentations + Feedback		
11:45	14:50	Lunch				12:30	13:00	Closing	Presenting/awarding Summer School certificates to students		
14.50.00	16.00.00	Presentation Preparation/Language and presentation support	In groups			13:00	14:00	Lunch			
						14:00	17:00	Check-out			

Summer School Programme

Course - Marketing & Branding

Duration - 2 weeks

Period - July 28- August 9, 2024

Week 1 (Marketing)						Week 2 (Branding)					
Start	End	Activity	Description	Lecturer/Trainer	Location/Room	Start	End	Activity	Description	Lecturer/Trainer	Location/Room
Monday						Monday					
9:00	9:30	Welcome & Introduction & Assessment	Welcoming the new students and introducing them to the 2-weeks programme and the assessment in the form of PPT (or Prezi)			9:00	11:00	Brand Communication	Learn about brand communication and how digital marketing communication enables achieving brand marketing objectives		
9:30	11:00	The Digital Economy	Learn how digitalisation has transformed the industry and how it will further shape globalisation								
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Evaluate the benefits and risks of the Digital Economy			11:15	12:30	Workshop	Application exercise: brand communication & marketing objectives		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Presentation Preparation /Language and presentation support	Form groups for end-of course presentations, do the Belbin test, get to know your group mates			13:00	14:00	Presentation Preparation /Language and presentation support	In groups		
Tuesday						Tuesday					
9:00	11:00	Digital Platforms	Learn how digital platforms impact organisations and society			9:00	11:00	Digital Tools & Techniques	Learn about the digital tools and techniques that are transforming		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Evaluate different digital platforms, identify best practices for interacting with other digital			11:15	12:30	Workshop	Application exercise: digital tools and techniques		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Workshop follow-up /Language and presentation support	Discussion and reflection on the digital economy and platforms			13:00	14:00	Workshop follow-up /Language and presentation support	Discussion and reflection on the digital and integrated marketing		
Wednesday						Wednesday					
9:00	11:00	Digital Cultures	Learn about the effects of digital technologies on society and cultures			9:00	11:00	Digital Marketing Campaigns	Learn about the structure of digital marketing campaigns: factors in implementation, measurements and evaluation of successful campaigns.		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Application exercise: digital tools for social and cultural engagement			11:15	12:30	Workshop	Analyse a digital marketing campaign		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Presentation Preparation	In groups			13:00	14:00	Presentation Preparation /Language and presentation support	In groups		
Thursday						Thursday					
9:00	11:00	Digital Risks	Learn about pertinent issues in digitalisation: information policy, cyber-awareness, surveillance, ethics and privacy			9:00	11:00	Ethical considerations in digital marketing	Learn about ethical considerations related to digital marketing and customer engagement		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Application exercise: risks of digitalisation			11:15	12:30	Workshop	Application exercise: ethical analysis of a digital marketing campaign		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Workshop follow-up for Wed & Thurs/Language and presentation	Discussion & reflection on digital cultures and digital risks			13:00	14:00	Presentation Preparation /Language and presentation support	In groups/ upload presentation		
Friday						Friday					
9:00	11:00	Digital Consumer Behaviour	Learn about how the digital environment changes customer perspectives and needs			9:00	11:00	Presentations	PPT or Prezi with short Q&A		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Evaluate the impact of social media on consumer behaviour			11:15	12:30	Presentations	PPT or Prezi with short Q&A		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Presentation Preparation /Language and presentation support	In groups			13:00	14:00	Presentations	PPT or Prezi with short Q&A		
						14:00	17:00	Check-out			