


<div> <div>Summer School Programme</div> <div>Course - Intercultural Communication & Leadership</div> <div>Duration - 2 weeks</div> <div>Period - July 14- July 25, 2025</div> </div> <div>  </div>											
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	9:30	Welcome & Introduction to the course	Welcoming the new students and introducing them to the 2-weeks programme and the assessment in the form of PPT (or Prezi) presentations			9:00	11:00	Effective leadership communications & performance management	Learn more about being effective leader and how to manage performance		
9:30	11:00	Introduction to Dutch culture	Introduction to the Netherlands, introduction to Apeldoorn, Dutch Culture, Household rules								
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Language and presentation support: Introducing Yourself as a Student in College and Academic Context	"Introducing Yourself as a Student in College and Academic Context: Introduction and Overview, Components of a Self-Introduction, Language and Tone, Practice Activities for Tuesday, Q&A and Wrap-up"			11:15	12:30	Workshop	Application exercise: skills of good communicators		
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	Workshop on intercultural communication	In groups - World cultures		
Tuesday						Tuesday					
9:00	11:00	Introduction to Intercultural communication	Learn about intercultural communication: dimensions of culture and aspects of identity			9:00	11:00	Introduction to leadership qualities, decision making and planning	Learn about the qualities of leaders, effective decision making, planning and 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	Workshop on leadership qualities, decision making and planning		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Language and presentation support: Story-telling and Summarizing	Summarizing and Storytelling: Recap of Monday, Importance of Summarizing, Techniques for Effective Summarizing, Storytelling Techniques, Practice Activities for Thursday, Q&A and Wrap-up			13:00	14:00	Language and presentation support: Presentation Tips and tricks	The final day assignment		
Wednesday						Wednesday					
9:00	11:00	Intercultural communication: influencing factors	Learn about intercultural communication factors (e.g. globalisation)			9:00	11:00	Change Management	Learn about strategies and approaches in leading innovation and change		
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Workshop	Application exercise: case study (continued) intercultural communication			11:15	12:30	Workshop	Workshop on managing the change		
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	Leadership strategies and styles	Learn about different leadership strategies and styles			9:00	11:00	Collaboration & 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	Application exercise: collaboration and network building		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
13:00	14:00	Language and presentation support: Informal and Formal Forms of English in an Academic Context	"Informal and Formal Forms of English in an Academic Context: Recap Tuesday, Differences between Informal and Formal English, Language Features of Informal and Formal English, Adapting Language for Academic Contexts, Practice Activities for the second week with Selina, Q&A, Feedback, and Wrap-up"			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 hoe 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			

<div> <div>Summer School Programme</div> <div>Course - Marketing & Branding</div> <div>Duration - 2 weeks</div> <div>Period - July 28 - August 8, 2025</div> </div> <div>  </div>											
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	Introduction to Dutch culture	Introduction to the Netherlands, introduction to Apeldoorn, Dutch Culture, Household rules								
11:00	11:15	Coffee break				11:00	11:15	Coffee break			
11:15	12:30	Language and presentation support: Introducing Yourself as a Student in College and Academic Context	"Introducing Yourself as a Student in College and Academic Context: Introduction and Overview, Components of a Self-Introduction, Language and Tone, Practice Activities for Tuesday, Q&A and Wrap-up"			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	Language and presentation support: Story-telling and Summarizing	Summarizing and Storytelling: Recap of Monday, Importance of Summarizing, Techniques for Effective Summarization, Storytelling Techniques, Practice Activities for Thursday, Q&A and Wrap-up			13:00	14:00	Workshop follow-up /Language and presentation support	Discussion and reflection on the digital and integrated marketing communication		
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	Language and presentation support: Informal and Formal Forms of English in an Academic Context	"Informal and Formal Forms of English in an Academic Context: Recap Tuesday, Differences between Informal and Formal English, Language Features of Informal and Formal English, Adapting Language for Academic Contexts, Practice Activities for the second week with Selina, Q&A, Feedback, and Wrap-up"			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			