



WITTENBORG
University of Applied Sciences

SUMMER SCHOOL

2026



Boost your business skills, sharpen your English, and experience an unforgettable summer in the Netherlands — surrounded by international classmates from around the world!

Course 1:

13 – 24 July

Intercultural Communications
& Leadership

Course 2:

27 July – 7 August

Marketing &
Personal Branding

Course 3:

10 – 21 August

Global Leadership &
Digital Innovation

EXPLORE. LEARN. CONNECT.

A SUMMER TO REMEMBER

Wittenborg's exciting Summer School in Apeldoorn, the Netherlands, combines academic learning, hands-on training, and fun cultural adventures.

Over two weeks, you'll boost your communication, leadership, and marketing skills, improve your English, and gain intercultural awareness — all while making new friends and exploring Dutch life through social and cultural activities.

Join a truly international community of students, broaden your global perspective, and practise your skills in a supportive, multicultural environment.

In 2026, we're offering three fantastic two-week courses — choose the one that matches your goals! Short on time? A one-week option gives you a quick but inspiring taste of the Summer School experience.



Mariami Kutubidze,
Georgia



During our lessons, we played fun games that challenged us and helped develop new skills. Exploring Apeldoorn and Amsterdam was amazing, everywhere you go, people are riding bicycles, and even strangers greet you with a smile. I loved how positive and friendly everyone was; it really makes you feel happy and positive too.

From the exchange of ideas in the classroom to the interactions with students from around the globe after class, every moment was enriching. This experience was truly precious — it was more than just learning; it was a journey of growth.



Jiayi Xia, China Flag of China.

YOUR LEARNING JOURNEY AT WITTENBORG

At Wittenborg, learning comes to life in a vibrant, international setting. Classes run Monday to Friday, 09:00–14:00, with short breaks to recharge, connect with peers, and reflect on what you've learned. The schedule is focused yet flexible, giving you plenty of afternoons and evenings to explore Dutch culture, join social activities, or simply enjoy the summer.

Each day blends different styles of learning to ensure a dynamic and hands-on experience:



LECTURES & CASE STUDIES

Build your knowledge with clear explanations and practical examples drawn from international business, communication, marketing, and AI. Guest lecturers and industry experts will occasionally join to share their professional insights.



INTERACTIVE WORKSHOPS

Get hands-on experience through activities such as debating, storytelling, problem-solving, pitching, and teamwork. These workshops are designed to help you practise new skills in a supportive and fun environment.



SKILLS TRAINING

Alongside subject-specific content, you will strengthen your English language proficiency, gain confidence in intercultural communication, learn essential presentation techniques, and even pick up some basics of the Dutch language.

This balanced approach makes learning come alive — it's not just about gaining knowledge, but turning it into real-life skills and personal growth. By the end of the programme, you'll walk away with fresh insights, hands-on experience, and the confidence to use them in your studies, career, and beyond!

COURSE OVERVIEW



Course 1: 13 – 24 July 2026

Intercultural Communications & Leadership

Step onto the global stage! Learn how to communicate confidently across cultures, collaborate with international teams, and develop your own leadership style. Through interactive workshops, lively debates, and real-world case studies, you'll level up your decision-making and teamwork skills — and discover what it takes to lead in a global environment.

Course 2: 27 July – 7 August 2026

Marketing & Personal Branding

Dive into the fast-paced world of digital marketing! Explore social media trends, online behaviour, branding, and campaign creation — and see how AI is changing the rules with smarter tools and faster insights. In interactive workshops, you'll put your ideas into action and boost your personal brand.

Course 3: 10 – 21 August 2026

Global Leadership & Digital Innovation

Discover the future of global leadership and digital innovation. This dynamic two-week programme combines Global Leadership with AI & Digital Innovation, equipping students with the skills, knowledge, and confidence to thrive in a rapidly evolving, technology-driven world. Explore how technology, creativity, and leadership come together — and discover your unique leadership style.



PROGRAMME OVERVIEW

Course 1	Week 1: Intercultural Communication	Week 2: Leadership
Monday	Welcome & programme introduction; English session; Dutch culture introduction	Leadership styles & strategies; Teamwork exercises; Icebreaker challenges
Tuesday	Intercultural communication workshop; Storytelling exercises; Group discussions	Decision-making & problem-solving; Ethical leadership discussion; Group activities
Wednesday	Case studies on cultural differences; Influencing across cultures; Presentation skills	Strategic planning; Leadership case studies; Role-playing scenarios
Thursday	Business communication in English; Conflict resolution; Team exercises	Team challenges; Negotiation skills; Business communication practice
Friday	Reflection & practical exercises; Mini-projects; Feedback session	Final presentations; Reflection; Wrap-up & feedback

Course 2	Week 1: Marketing	Week 2: Branding
Monday	Welcome & programme introduction; English session; Dutch culture introduction	Personal branding strategies; Professional image; English & Dutch sessions
Tuesday	Digital consumer behaviour; Social media strategies; Storytelling in marketing	Digital branding & social media campaigns; Case studies; Group exercises
Wednesday	Case studies & practical exercises; Branding concepts; Group presentations	Marketing campaign development; Advertising techniques; Storytelling workshop
Thursday	Brand communication; Digital tools workshop; Presentation support	Ethical branding; Influencer marketing; Research & project prep
Friday	Campaign planning workshop; Marketing project work; Reflection & feedback	Final project presentations; Reflection; Wrap-up & feedback

Course 3	Week 1: Global Leadership	Week 2: AI & Digital Innovation
Monday	Welcome & programme introduction; English session; Dutch culture introduction	Introduction to AI & digital tools; Workshop: AI in decision-making; Group discussion
Tuesday	Leadership styles & strategies; Cross-cultural communication; Team challenges	AI in marketing & branding; Hands-on project session; Digital storytelling
Wednesday	Influencing & decision-making; Group exercises; Presentation skills	Digital innovation in practice; Group project work; Creative problem-solving
Thursday	Ethical leadership; Conflict resolution; Business communication practice	Ethical AI & responsible technology use; Research & preparation; Networking insights
Friday	Leadership simulations; Reflection; Final presentations	Final presentations; Reflection; Wrap-up & feedback

CULTURAL & SOCIAL EXPERIENCES

Across all courses, students enjoy city tours, visits to museums, innovation hubs, and iconic sites, along with networking events and a farewell dinner. These experiences allow students to connect with peers, practice skills, and immerse themselves in Dutch culture while complementing the academic programme.

SUMMER SCHOOL PACKAGE



ACCOMMODATION

You'll stay in modern studios in Apeldoorn, each with your own private kitchen and bathroom. Located next to the study facilities, the accommodation offers comfort, independence, and easy access to the city.

BREAKFAST & LUNCH

Daily breakfast, lunch, and refreshments are included, keeping you energised and ready for a full day of learning and fun activities.



SOCIAL ACTIVITIES

Summer School isn't just about studying — it's about making memories and new friends! Alongside your classes, we'll organise fun, social, and cultural activities to help you connect with other students and make the most of your time in the Netherlands.



Activities may include:*

- Karaoke, Quiz or Trivia Nights
- Movie Nights
- Excursions to local attractions
- Open-air swimming or other outdoor activities
- Team-building events
- Welcome drinks & farewell dinner



**Please note: these are examples of activities - the exact programme may vary each year, ensuring a mix of social, cultural, and team-building experiences for everyone.*

ADDITIONAL INFORMATION



PROGRAMME FEES

Wittenborg's Summer School is offered as an all-inclusive package to make your stay smooth and enjoyable.

€3,500
2-weeks
programme
(full
package)

€1,750
1-week
programme
(shortened
package)

Expenses such as visa, insurance, transportation, daily dinners, and extra activities (like trips outside the planned curricular programme) are not included in the price.

Both options include:



ACCOMMODATION in private studios
with your own kitchen & bathroom



BREAKFAST & LUNCH
Daily breakfast, lunch, and refreshments



ALL STUDY MATERIALS



SOCIAL ACTIVITIES such as a
welcome drink, excursion, and farewell dinner

The 1-week option gives you a taste of Summer School, featuring selected workshops and activities taken from the full 2-week programme. For the complete academic, cultural, and social experience, we recommend the full 2-week programme — the perfect way to dive in and make the most of your summer!

ERASMUS+ BLENDED MOBILITY

Groups of 10+ students can join the Summer School through an Erasmus+ mobility project — an opportunity for institutions to offer students an international academic experience.

Contact erasmus@wittenborg.eu for more information.





BUILD YOUR SKILLS. EXPAND YOUR WORLD. SHAPE YOUR FUTURE.
Join Wittenborg's Summer School and make your next summer one to remember!

Wittenborg Main Campus

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Email admission@wittenborg.eu for more information

Scan the QR code
to learn more and
secure your spot today!



Disclaimer: All information was accurate at the time of publication; however, Wittenborg policies, programmes, and tuition fees are subject to change without notice. For further information, please visit wittenborg.eu [Summer School 2026v1]