



Amsterdam University
of Applied Sciences



SIGN UP FOR A SUMMER TO LAST YOUR ENTIRE CAREER

WHEN YOU SIGN UP FOR THE AUAS SUMMER SCHOOL,
YOU'RE SIGNING UP FOR THE SUMMER OF A LIFETIME.

Take one of four fascinating two-week courses against the backdrop of stunning Amsterdam in summertime:

- ▶ Global Branding & Cambridge English
- ▶ European Business Skills
- ▶ Digital Brand Engagement
- ▶ Creative Problem Solving for the 21st century

Meet new friends from around the globe; experience the fascinating city of Amsterdam. Grow as a person as well as a professional.

CREATING TOMORROW

FOUR FASCINATING COURSES AGAINST THE STUNNING BACKDROP OF AMSTERDAM IN SUMMER.

GLOBAL BRANDING & CAMBRIDGE ENGLISH

The course is the ideal tool to develop your expertise in advertising and global marketing communications, or to improve your business communication skills in English, to the level needed to pass an internationally recognised Cambridge exam.

EUROPEAN BUSINESS SKILLS (EBS)

Europe is the world's largest trade area - richly diverse in cultures and languages. How comfortable are you with such cultural diversity in business? Take EBS to learn exactly what will and will not work for the many countries of the European Union.

DIGITAL BRAND ENGAGEMENT

Businesses and brands alike are using social media to engage with their customers – and they're continuously looking for better ways to do it. This course teaches you the state of the art in online social interaction and brand engagement.

CREATIVE PROBLEM SOLVING FOR THE 21ST CENTURY

The problems of our time are many and complex. New, creative questions must be asked, to answer such challenges. Boost your analytical skills, acquire the powerful tools of Design Thinking and find solutions you never thought possible.

A FINE SELECTION OF SUN-KISSED TEACHINGS

- ▶ highly relevant academic courses
- ▶ fascinating cases
- ▶ acclaimed senior lecturers
- ▶ challenging cases
- ▶ intense international collaboration

LIFE AND STUDY IN VIBRANT AMSTERDAM

- ▶ prime study location at our Amstelcampus
- ▶ history, culture, art and architecture
- ▶ good fun and excitement in the sun
- ▶ quality social and network events

Learn more and sign up now at
www.amsterdamuas.com/summerschool