



## PROGRAM SUMMARY

The 2022 NSCC Summer Program “Doing Business in Europe” will provide an opportunity for students to travel to Hanze University of Applied Sciences in Groningen, the Netherlands, to participate in a three-week summer program May 30–June 17, 2022. The program will include a wide range of academic sessions, professional site visits and cross-cultural activities organized by several business schools at Hanze University of Applied Sciences.

Students will have the opportunity to choose between two study streams: Sustainable Marketing or International Communications. For more information on the Doing Business in Europe summer program click [here](#).

## LEARNING OUTCOMES

- Apply knowledge, skills and attitudes from tasks and projects in an international setting;
- Outline the benefits of cross-cultural collaboration for work-related projects and tasks;
- Build evidence of experiences and new learning (both personal and industry related) for portfolio development and the education of others;
- Assess safety and risk pertaining to international travel to make informed decisions about travelling abroad;
- Identify and reflect on the differences and similarities between Canada and the Netherlands.