

'Due to the entry into the European Union, medium-sized businesses in the north of the Netherlands have started investing in offices in countries such as Poland and the Baltic States. The competitive position of enterprises is increasingly influenced by the growing attention for the circumstances in which production takes place and the effect it has on entrepreneurship and society. Corporate social responsibility aims to define other crucial variables in addition to making profit. So far, scientific research into corporate social responsibility has mainly focused on large companies. Research into the possibilities of corporate social responsibility and the effects it has on small to medium-sized businesses is starting to come about. My doctoral research focuses on medium-sized businesses in the north of the Netherlands that have offices in Eastern Europe. To what extent do these companies apply corporate social responsibility? How does this influence their competitive position? What are determining factors when it comes to the success or failure of corporate social responsibility?'

D. J. (Johan) de Jong, MSc, teacher of Economics and Finance & Accounting



ABOUT GRONINGEN



Groningen is the largest city in the north of the Netherlands. It is a vibrant city with a regional function, which is enhanced by the presence of the Hanze University Groningen and the University of Groningen, as well as the large number of young inhabitants that come along with it.

Groningen is not only historically interesting, but it also has impressive modern architecture, such as the eye-catching Groninger Museum, which attracts a lot of

international attention. Groningen has facilities for every taste, being the cultural heart of the northern Netherlands. Some major corporations feel at home in Groningen, too; universities, companies and the public sector cooperate closely here.

From Groningen, the rest of the country is easily accessible. For instance, a train will take you to Utrecht and Arnhem in about 1,5 hours and to Amsterdam in less than 2 hours.



CONTACT

Hanze University Groningen works closely together with several partners, on a national as well as on an international level. These partners can be partner institutes for exchange programmes, but they can also be partners that help recruit students from abroad.

International ties with partner institutes enrich our academic culture. In addition, these contacts provide excellent opportunities for students and staff to widen their horizons. The relationships we have developed with other universities mean we can offer student exchange programmes, where students get the opportunity to study abroad. Schools also have dual degree programmes

with partner institutes where students do part of their programme at Hanze University Groningen and part of their programme at a partner institute, allowing them to get a degree from both universities.

If you are a prospective student and are interested in meeting up with a representative of Hanze University abroad, please check out our list on www.hanzeuniversity.eu with representatives abroad per country.

If you are interested in engaging in an exchange programme with Hanze University Groningen, please contact your own university. It is only possible to study at Hanze University Groningen as an exchange student

if your university has an exchange agreement with us.

If you are interested in informing foreign students about the programmes at Hanze University Groningen and about what The Netherlands and in particular the city of Groningen have to offer, please check out www.hanzeuniversity.eu.

If you are interested in a partnership with the School of Marketing and Management, you can contact our Front Office.

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SCHOOL OF MARKETING AND MANAGEMENT

Turning Ambition into Success



ABOUT HANZE UNIVERSITY GRONINGEN, UNIVERSITY OF APPLIED SCIENCES

Founded in 1798, Hanze University Groningen is the oldest university of applied sciences in the Netherlands. Moreover, with its student body of over 25,000 and almost 2,700 staff members, it is also the largest university of applied sciences in the north of the Netherlands.



What makes Hanze University Groningen unique?

- Extensive history (since 1789)
- Business-driven
- Practice oriented
- Competence-based curricula
- Talented students
- Modern facilities

SCHOOL OF MARKETING AND MANAGEMENT

The School of Marketing & Management is one of the 19 schools Hanze University Groningen consists of. It offers three major programmes that lead up to the Bachelor of Commerce.

During the fourth year, there is room for further specialisation, or for broadening one's horizon, by choosing electives or a minor as part of another programme.

Students are coached well. Starting the first year, a personal study counsellor is assigned to every student. The counsellor assists students in the process of making choices during the studies and in developing competences.

Students are trained in international marketing, sales and entrepreneurship. During the first year of the programme, they will get basic knowledge of marketing and organisation and select one of the following majors:

- Commercial Economics, specialisation Marketing & Sales Management;
- Commercial Economics, specialisation Marketing Communication Management;
- Small Business & Retail Management;
- International Business & Languages.



Hanze University Groningen has locations in Groningen, Assen, Leeuwarden and Amsterdam. In close cooperation with the business community and not-for-profit organisations, over 25 professorships enable the university to be a knowledge institute for applied research. The educational programmes offered by Hanze University Groningen consists of 70 Bachelor programmes and 13 Master programmes. Education is offered in Dutch, English and German.

International Focus

Hanze University Groningen is internationally widely respected and has, not surprisingly, a broad network of international partnerships with both businesses and educational institutions. Students and lecturers from over 90 different countries are tied to Hanze University Groningen.

This international focus is reflected in the name the university proudly carries. The name 'Hanze' is well-known in the north-western part of Europe. It refers to the Hanseatic League, the mediaeval trade alliance of cities in the Netherlands, Germany, Scandinavia and the Baltic area. The city of Groningen has a longstanding tradition of being a centre of trade, but also one of knowledge, science and culture. Hanze University is dedicated to carry on this tradition in educating entrepreneurial, socially responsible and internationally oriented professionals.

It all happens in the market; that is where the future is built. That is where new businesses are started. That is where new products need to be sold. That is where competitors are ready to make a better offer to a consumer. The School of Marketing & Management provides all its students with numerous possibilities to practice the knowledge, skills and attitudes they have developed during their studies.

International Ambitions

The School of Marketing & Management is internationally oriented and offers students several possibilities to work and learn in an international environment.

- International themes and projects.
- Studying abroad through exchange programmes with partner schools.
- Electives in languages and cultures, international trade, international entrepreneurship and export management.
- Classes with visiting international students.
- Minors in languages and cultures (English, Spanish, Italian, French and German).
- Intensive English courses.

- Combination of a solid, theoretical basis and skills training with practical assignments.

- Many electives.

- International orientation with courses in many languages and cross-cultural management.

- Structural study guidance for better study results.

- Quality assurance through European Federation of Quality Management and Dutch accreditation systems.

CENTRES OF EXPERTISE

The School of Marketing and Management continuously cooperates with partners in its fields of expertise: international marketing, sales and entrepreneurship. In order to share and apply this expertise, two expertise centres have been established within the School:

- Expertise Centre Languages & Cultures;
- Expertise Centre Entrepreneurship & Market.

These centres offer electives in entrepreneurship and foreign languages to all students of Hanze University Groningen.



Passion for languages

'I have a passion for languages and wanted to find out whether it was possible to learn a complex language in a limited amount of time. When I heard about a Chinese course being offered by the Expertise Centre Languages & Cultures, I applied immediately. It was surprising to see how fast I was able to understand and speak some Chinese. Not only do I now have basic knowledge of the Chinese language, it also looks good on my resume.'

Flora Rosenow
Third-year International Business & Languages

The ideal chance to catch up on my English

'The first five years of my life I spent in England. The English course offered by the Expertise Centre Languages & Cultures was an ideal opportunity for me to catch up on my English. I managed to extend my vocabulary and refresh my knowledge of grammar. Once I finish English level 2, I will be able to write a letter of application and take part in a job interview.'

Jacqueline Quartero
Third-year Communication Systems

Expertise Centre Languages & Cultures

Internationalisation is one of the focus areas of Hanze University Groningen. It is supported by the Expertise Centre Languages & Cultures. This expertise centre offers all students of Hanze University Groningen the opportunity of learning foreign languages as part of the curriculum. In addition, cultural awareness courses are offered. The services of the expertise centre are also accessible to staff of Hanze University Groningen.

Expertise Centre Entrepreneurship & Market

Perhaps you are considering starting up your own business? It might be a good idea then to follow one or more minors and electives in the field of entrepreneurship and marketing at the Expertise Centre Entrepreneurship & Market. The minor Business Class Entrepreneurship, for instance, teaches students all aspects that are relevant when starting up one's own business.



CENTRE OF APPLIED RESEARCH AND INNOVATION - ENTREPRENEURSHIP

Apart from the expertise centres, the Centre of Entrepreneurship is also linked to the School of Marketing and Management. It consists of a network of professors, PhD students, teachers, students, companies and other organisations. The common view that knowledge about entrepreneurship should be developed and shared with others binds these participants. The Centre of Entrepreneurship develops and combines knowledge and makes it accessible to all students within the University, and to SME's in the northern region of the Netherlands.

The Centre of Entrepreneurship has four professorships involved in research, education and supporting entrepreneurs. In order to develop new and applicable

knowledge, they cooperate with companies and institutions in the market. The knowledge and expertise developed by the professorships is integrated in the educational programme of Hanze University Groningen. It has led to numerous minors that allow students to learn the various aspects of entrepreneurship. The Centre of Entrepreneurship also supports students in starting up their own business.

Doctoral Research

The School of Marketing and Management employs over 100 teachers. Many teachers have experience in business or still have their own businesses. Other teachers are conducting doctoral research.



'My doctoral research focuses on the lack of basic language skills of students in higher professional education. This lack of language skills is shown in the results of language tests, and also in business texts produced by students. Consequently, the study programmes cannot be taught at the desired levels. Students who have this deficiency are likely to drop out, or they need more time to finish their studies. Currently, I am researching language deficiency and formulating which knowledge students should have in the field of language skills. Then, I will develop a method to reach the desired level of the language.'

A. (Anouk) van Eerden, MA, teacher of Business Communication and Dutch