

European Studies College Tour Possibilities

Introduction

European Studies is an interdisciplinary programme focused on management and marketing for international organisations in both the public and private sector, as well as communications skills and foreign languages. As such, ES, can arrange a wide variety of lectures, presentations and workshops for the college tour. Specific options are listed below but depending on demand, we can arrange for specialised lectures on a number of topics related to business, politics, culture, intercultural communication and professional skills.

Exact timing, materials and preparation are flexible. Most sessions run 1.5-2 hours.

Overview

Making a Marketing Plan

In an interactive session, a European Studies lecturer can guide students in taking the necessary steps to create a marketing plan for a small, medium or global business. With a combination of theory and practical application, students can learn the ins and outs of one of the most important parts of business today.

An Introduction to European Politics

The European Union is never far from the public consciousness these days, but how much to today's students actually know about how the EU works? In this short lecture, students can learn a little about the history of the EU and find out how it is structured and run and then dive into European Politics as a whole, looking at current affairs through an international lens.

Public-Private Problem-Solving

European Studies is interdisciplinary because we believe that business and politics can't exist without one another. The public and private sectors depend on each other and have to work together to solve problems. In this workshop, students are introduced to public-private cooperation and stakeholder management, as well as argumentation and negotiation strategies, and then put their new knowledge into immediate practice with an interactive roleplay in which they represent different stakeholders and try to solve a problem together while also pursuing their own interests.

Powerful Public Speaking

At European Studies, we believe that all professionals need outstanding public speaking skills in order to succeed. Unfortunately, not everyone enjoys it and some people find it so scary that they never develop this essential skill. In this short workshop, we try to make students more comfortable with public speaking, while showing them the easy way to plan, prepare and deliver an effective presentation without being afraid.

Additional options are coming soon. If you're interested in one of these options, or have a request or suggestion, you can contact the programme directly at EuropeanStudies@hhs.nl or contact Dave van Ginhoven: d.vanginhoven@hhs.nl.