

ARTEVELDE UNIVERSITY COLLEGE (GHENT - BELGIUM) AND  
UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA (STEYR - AUSTRIA) PROUDLY PRESENT:

# SUMMER SCHOOL 2020

## HIDDEN BUSINESS CHAMPIONS

[www.hiddenbusinesschampions.eu](http://www.hiddenbusinesschampions.eu)



UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA



artevelde university college ghent  
MEMBER OF GHENT UNIVERSITY ASSOCIATION

# CONTENT

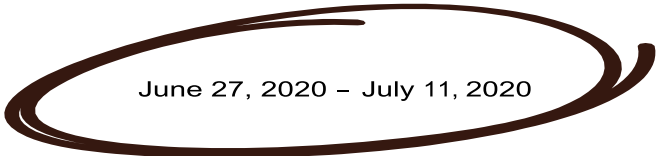
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IN A NUTSHELL ...	2
FIRST WEEK - PROGRAM (Ghent)	4
SECOND WEEK - PROGRAM (Steyr)	6
FOR WHOM?	8
ACADEMIC CONTENT	9
PRICING	10
REGISTRATION	11
SOCIAL/CULTURAL ACTIVITIES	12
QUESTIONS? Contact us!	14

## IN A NUTSHELL ...

The Hidden Business Champions Summer School is a two-week European adventure for students interested in innovative business and sales models, who want to witness how innovative European business can be, for students who want to meet people from all over the world and work together on interesting cases, and who want to discover two beautiful cities in Europe!

This Summer School is a collaboration between Artevelde University College Ghent (Belgium) and University of Applied Sciences Upper Austria (Austria).



June 27, 2020 – July 11, 2020



*"Innovation is anything but business as usual."*

# GHENT

27/06/2020 – 03/07/2020



## FIRST WEEK - PROGRAM (GHENT)

The first week of this summer school will be held at Artevelde University College in Ghent and will focus on cooperative and design thinking, which will unleash your creativity in order to bring you from an idea to a prototype.

The methodology we use is based on Human Centered Design, offered by certified people in this domain.

The majority of the summer school will be built around the principles of learning by doing. You will experience a creative process and learn to use new skills that stimulate your ability to solve problems. Some of you will work on their own ideas. Others will work on someone else's idea.

We reinforce the idea of applied learning through inspiring company visits.

Of course, there is also room for leisure. You will get to know the beautiful city of Ghent through many social activities.



**SATURDAY JUNE 27**

You arrive at Brussels Airport.  
Transportation to your city of residence, Ghent.

**SUNDAY JUNE 28**

Today you get to know the group!  
Enjoy this team day while exploring the beautiful city of Ghent during a leisure program.

**MONDAY JUNE 29**

Classes are starting.  
You'll get introduced to some cases in innovative business models.  
Various guest lectures will complement your first day of class.

**TUESDAY JUNE 30**

During classes you'll get insights in Behavior Design.  
You'll receive the briefing for your business design challenge.  
We'll visit some companies.

**WEDNESDAY JULY 1**

Today you'll be doing field research for your design challenge and pitch your idea.  
Afterwards, we will have a cultural visit to Brussels.

**THURSDAY JULY 2**

Today you'll get an entire day to work on your design challenge.

**FRIDAY JULY 3**

Presentation of your design challenge. The time in Belgium has come to an end. Farewell dinner and bus transfer to Steyr/Austria.

## SECOND WEEK - PROGRAM (STEYR)

The second week starts with a city trip to Vienna, continuing with a mixture of interesting lectures in Upper Austria University of Applied Sciences (Steyr) at the Faculty of Management.

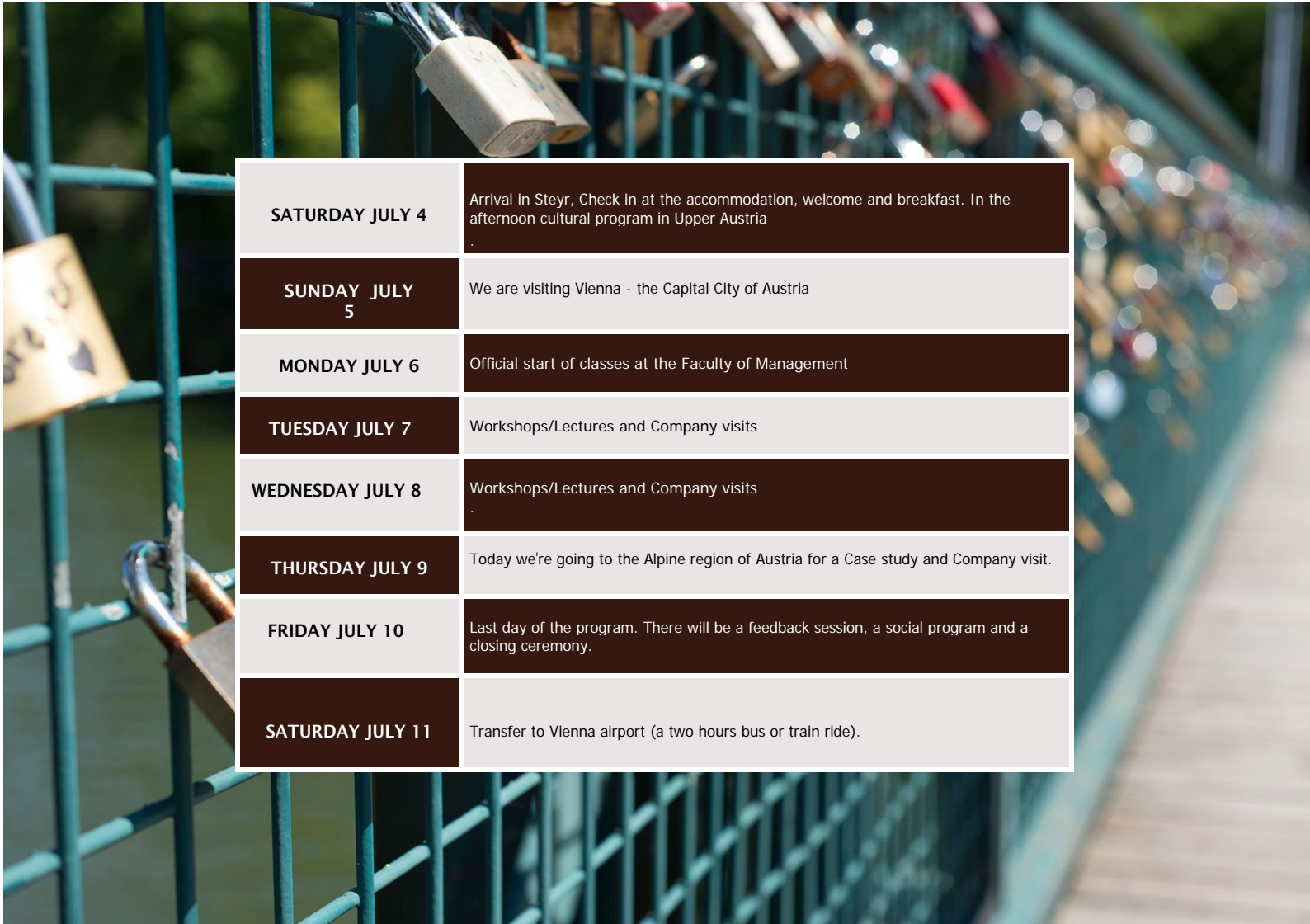
Small and medium-sized Austrian companies, which have a truly global outreach will be focused on in the program. Not only will we show you which marketing strategies make them successful, we will also introduce you to innovative models of financing, make you familiar with specialities you need to know about European businesses. Additionally we will visit some successful companies.

A vivid mix of interactive lectures with experienced professors and top managers, company visits, case studies and challenging assignments will bring you days full of experience, entertainment and various fascinating impressions.

# STEYR

04/07/2020 - 11/07/2020





<b>SATURDAY JULY 4</b>	Arrival in Steyr, Check in at the accommodation, welcome and breakfast. In the afternoon cultural program in Upper Austria
<b>SUNDAY JULY 5</b>	We are visiting Vienna - the Capital City of Austria
<b>MONDAY JULY 6</b>	Official start of classes at the Faculty of Management
<b>TUESDAY JULY 7</b>	Workshops/Lectures and Company visits
<b>WEDNESDAY JULY 8</b>	Workshops/Lectures and Company visits
<b>THURSDAY JULY 9</b>	Today we're going to the Alpine region of Austria for a Case study and Company visit.
<b>FRIDAY JULY 10</b>	Last day of the program. There will be a feedback session, a social program and a closing ceremony.
<b>SATURDAY JULY 11</b>	Transfer to Vienna airport (a two hours bus or train ride).



## **FOR WHOM?**

**Target Group of this Summer School are international, non- European students at the undergraduate level who would...**

- like to learn and experience how the world of business looks like in Europe
- like to learn and experience how small and medium sized companies gain reputation and success
- like to find out which strategies European companies pursue and what their unique competitive approach is.
- appreciate a sound mix of classroom and company visit experiences to learn and feel how innovative worldwide successful businesses operate
- like to experience a multi-cultural environment and enjoy an attractive social and cultural program

**Students whose first language is not English should have at least an intermediate or above level of English proficiency.**



## ACADEMIC CONTENT

ARTEVELDE UNIVERSITY COLLEGE	ECTS	UPPER AUSTRIA UNIVERSITY OF APPLIED SCIENCES	ECTS
Company visits and research (BE_01)	1	Company visit including top-management discussion	0,5
Human centered design thinking and entrepreneurial mindset (BE_02)	1	Regional initiatives for entrepreneurial innovation and internationalization	0,5
Case Study (BE_03)	1	Selected topics on Business specialities: Marketing & Sales, Intercultural aspects, Logistics, Innovative Business models,	1
		Case Study with company visit	1

## PRICING

APPLICATION FEE (€)	PROGRAM FEE (€)	APPLICANTS	APPLICATION PERIOD
€ 100.00	€ 1450.00	Applicants from partner universities	01/09/2019 - 31/03/2020
€ 100.00	€ 2200.00	All other applicants	15/12/2019 - 31/03/2020

- **Prices include:**

Tuition and lecturing materials, company visits, bus transfers and airport transportation service, accommodation, half board, cultural and social events, the closing ceremony.

- **Not included:**

Flights and visa costs are not included in this price.

\*The application fee cannot be reimbursed if you should decide to not take part in the Summer School



## REGISTRATION

Please fill in [this online application form](#) to register!

Your **registration is only final after you have paid the amount that applies to you**. You will receive payment information after we have reviewed your application form. Registrations are done on a first come first served basis.

We do not recommend to book flights before mid-March in case small changes happen.

If you need a **Schengen visa** to travel to Europe, we will make sure that you receive the invitation letter on time to apply for your visa.

## SOCIAL/CULTURAL ACTIVITIES





**QUESTIONS? Contact us!**



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