



# Step into your future.



Future-proof HBO Bachelors

- Business Psychology.
- Creative Media.
- Digital Transformation Management.

Three programs.  
Endless possibilities.



haarlem-campus.com

## Dear Prospective Student,

The world around us is changing at breakneck speed. The way we all live and work today is likely to look radically different a mere handful of years from now.

No one understands that better than you and your generation.

A huge array of exciting opportunities lies ahead - but today's students need to be prepared not only for jobs that may soon have changed beyond recognition, but also for those that don't even yet exist!

So what does all this mean for where you study? Education must stay ahead of the game if it's going to help you to thrive in the career of your dreams.

At Haarlem Campus, we've taken that lesson completely to heart. Literally everything we do revolves around you. We've created a flexible, interactive, practical and personalized educational concept, designed to be both fun and highly effective. We've got 250 beautiful new rooms on-site, so you

can throw yourself into campus life. Our professors, coaches and field experts will provide you with the blend of essential competencies you'll need to shape your career exactly as you want it.

Our programs equip graduates with all the skills they need in three key areas of specialisation:

- Entrepreneurial Mindset
- Digital Future
- Ethics, Social Awareness and Intercultural Communication

All three topics provide our students with the 21st century skills needed to succeed in an increasingly complex and fast-moving global workplace.

We hope to welcome you to Haarlem Campus soon!

Timo Timmerman,  
CEO and co-founder of  
Haarlem Campus

# Why Haarlem Campus is right for you



## **What makes Haarlem Campus the perfect fit for you?**

We've created an exciting new educational concept that puts you and your future career goals front and centre stage. We're all about learning rather than teaching: an environment that gives you the space to be curious and to acquire the differentiated skills and expertise you'll need to make a positive impact in this world. You'll benefit from our combined decades of experience in education, research, and creating inspiring learning environments. We want to empower you to achieve your personal and professional goals, and together, we're equipped to help you get there.

## **Want to become a smart thinker?**

At Haarlem Campus, we can help you shape your own future, using your head and heart to make a positive impact in this world! We've designed our programs to ensure our graduates emerge as enterprising, purpose-driven and creative individuals, determined to translate their skills into future-oriented solutions.

## **Eager to make a difference?**

If you're the kind of person who loves to push yourself and surpass your expectations - who wants to leave a footprint in the world - then you've come to the right place. Our goal is to nurture great team players and charismatic leaders - people who relish unpredictable challenges and devising ways of overcoming them.



## **Ready to become a natural innovator?**

Today's world is facing some highly complex challenges. Yet innovative new solutions are emerging all the time, particularly thanks to the transformative power of digital. Haarlem Campus provides the perfect home for people who like to think outside the box, who enjoy nothing better than thinking their way around a challenge and providing the answers no one has thought of before.

## **Two Universities of Applied Sciences**

Haarlem Campus is the brainchild of the SRH and the Global School for Entrepreneurship. You'll benefit from our combined decades of experience in education, research, and creating inspiring learning environments. We want to empower you to achieve your personal and professional goals, and together, we're equipped to help you get there.





## Our educational concept



The educational concept at Haarlem Campus is one-of-a-kind. Expect world-class education, a practical learning style that equips you with the tools you need to succeed in the future, and coaches to help boost your personal growth. This is education done right.

Our educational concept is guided by three principles: a culture of entrepreneurship, learning instead of teaching, and self-determination & independence. Let's take a closer look.



### Culture of entrepreneurship

We want you to develop an entrepreneurial mindset, whether or not you actually start your own company. What does that mean? You'll learn about the foundations of business, innovation, and breaking down boundaries - and how to come up with your own game-changing ideas.

### Learning instead of teaching

Small study groups, authentic tasks that mimic real working environments, and themed five-week blocks enable project-oriented working and learning. Forget sitting in endless lecture halls - at Haarlem Campus, we believe that you learn best by doing.

### Self-determination & independence

You're in the driving seat. Our educational concept hands you the reins, so you'll have the independence and self-advocacy to make the right choices for you. An essential life skill, honed early on. Our interactive, flexible and personalised learning model helps you discover your personal strengths, supported by our award-winning CORE© methodology (Competence Oriented Research and Education).



## Our educational concept: the details



You know the principles behind our educational concept, so now let's look at how we bring this education to life.

### **5 week modules**

Focus on two subjects at a time, taught simultaneously during 5-week blocks. Immerse yourself in the topics by working on practical tasks in small teams.

### **No memory test**

We care about equipping you with the skills you'll need in the real world. No more cramming information that you'll forget two weeks later: at Haarlem Campus, you'll be tested through anything from role play to elevator pitches.



### **Personalized education**

At Haarlem Campus, we care about you as an individual – not just as a student. Your professors will provide an intimate, welcoming environment, with individual guidance as and when you need it.

### **Personal growth**

From day one, learning coaches will be on hand to provide continuous performance feedback, so you can work on both professional and personal development.

# Business Psychology

Bachelor program



People centered. Leading teams.  
Business mindset. Personalised  
education. An international community.  
A mind-blowing campus.

Want to discover what drives  
human behaviour in business?

## Course Content

Businesses are run by people. To run a business successfully, you need to understand the people you work with, help them develop, keep them motivated, and find ways to get the most out of them. On this course, you'll develop the skills and knowledge to help a business perform using its most important asset: people.

The course will provide you with business-related competencies, as well as advanced knowledge of psychology, with topics ranging from human resource management and marketing to change management processes and the impact of digital technologies.

*subject to validation*

Business-focused modules in this program focus on Entrepreneurship, Organizational Development, Digital Marketing, Strategic Management & Leadership, Intercultural Management, and Innovation Management. Psychology-focused modules cover Organizational Psychology, Cognitive Psychology, Social Psychology, Personal Psychology, and Research Methods.



## What can you do with a degree in Business Psychology?

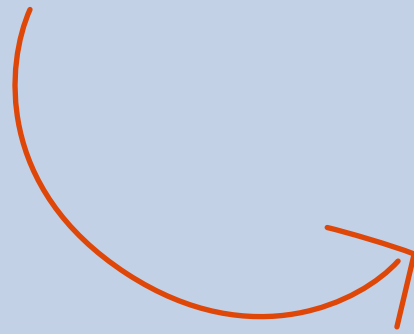
Upon completion of your studies, you'll have the skills and competencies needed to pursue a career in:

- Intercultural, inclusion and diversity management
- Organizational development
- Change management
- Human resources and recruitment
- Business coaching



“Great leaders do not rely on technique - they are successful because they are able to understand people, their needs, values and emotions. A degree in Business Psychology will equip you to successfully navigate the challenges of our globalised world.”

**Christine Fitzgerald**  
Program director Business Psychology



# Business Psychology

(subject to validation)





# Digital Transformation Management

Bachelor program



Cutting-edge technologies. Digital solutions. Future-proof skills.  
Personalised education. An international community. A mind-blowing campus.

Ready to create innovative digital business solutions?

## Course Content

Everything we do can be captured in data. Businesses increasingly collect and analyse this data to run their organisations more efficiently, better understand the market and ultimately improve their performance. On this course, you'll develop the skills and knowledge to design and implement innovative products and services that respond to the needs of business and society.

The course will provide you with business-related competencies, as well as a profound understanding of data science and informatics, with topics ranging from business

intelligence and programming to open data and tech ethics. You'll also be able to do minors in Cyber Security and AI.

Business-focused modules in this program focus on Entrepreneurship, Business Strategies, Strategic Management & Leadership, Operations and Information Management, Marketing and Finance. Key subjects in Informatics include Business Information Systems, Algorithms, Software Engineering, and Web & App Development. Data Science courses cover Data Analytics, Data Visualization, Artificial Intelligence, and Cyber Security



## What can you do with a degree in Digital Transformation Management?

Upon completion of your studies, you'll have the skills and competencies needed to pursue a career in:

- Digital business
- Information and communication technology
- Production, logistics and finance
- Project manager or product manager in the field of data sciences applications



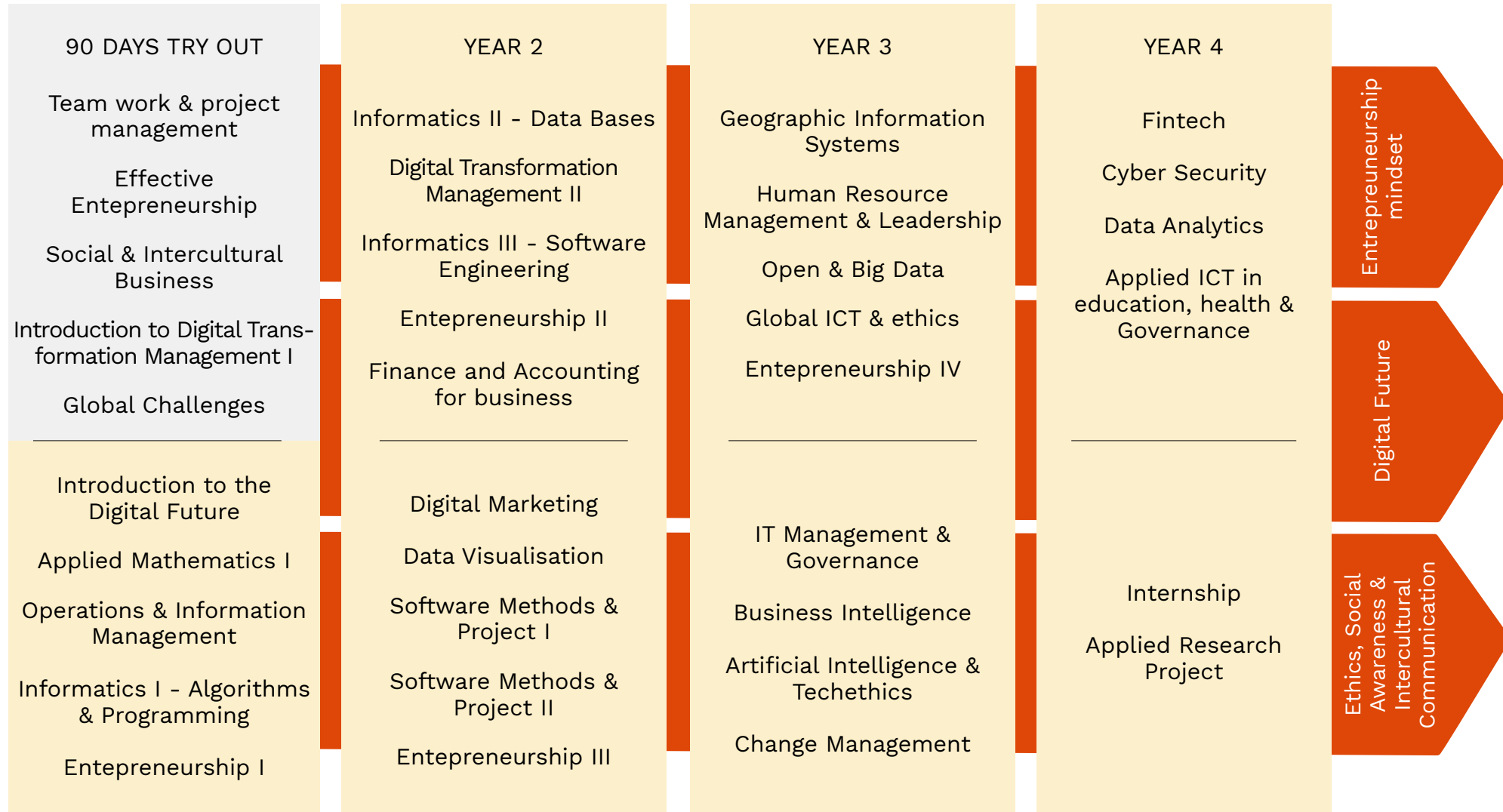
“The study program seeks to provide you with comprehensive competencies to lead the (ethical) development and use of digital technologies in companies and non-profit organisation in the Netherlands and abroad.”

**Prof. Dr. Stijn van der Krogt**  
Chief Academic Officer





# Digital Transformation Management



# Creative Media

Bachelor program



The power of creativity. Innovative media solutions. Creative content. Personalised education. An international community. A mind-blowing campus.

Want to shape the future of creative media?

## Course Content

Media has the power to change our society for the better. Working in this field is full of opportunities to create cutting-edge campaigns that change the way we live. Up for the challenge? If you want to shape the future of media, this is the program for you.

This course will provide you with a specialist skill-set that includes understanding the ins and outs of the media field, as well as proficiency in the digital tools you'll need to thrive. Topics include the conceptual development of media and communication content, network-based media production, and multi-channel marketing.

Business-focused modules in this program focus on Entrepreneurship, Business Strategies, Strategic Management & Leadership, Finance and Law. Key subjects in Creative Media include Media Law, Corporate Communications, Digital Marketing, Advertising and Media Distribution.



## What can you do with a degree in Creative Media?

Upon completion of your studies, you'll have the skills and competencies needed to pursue a career in:

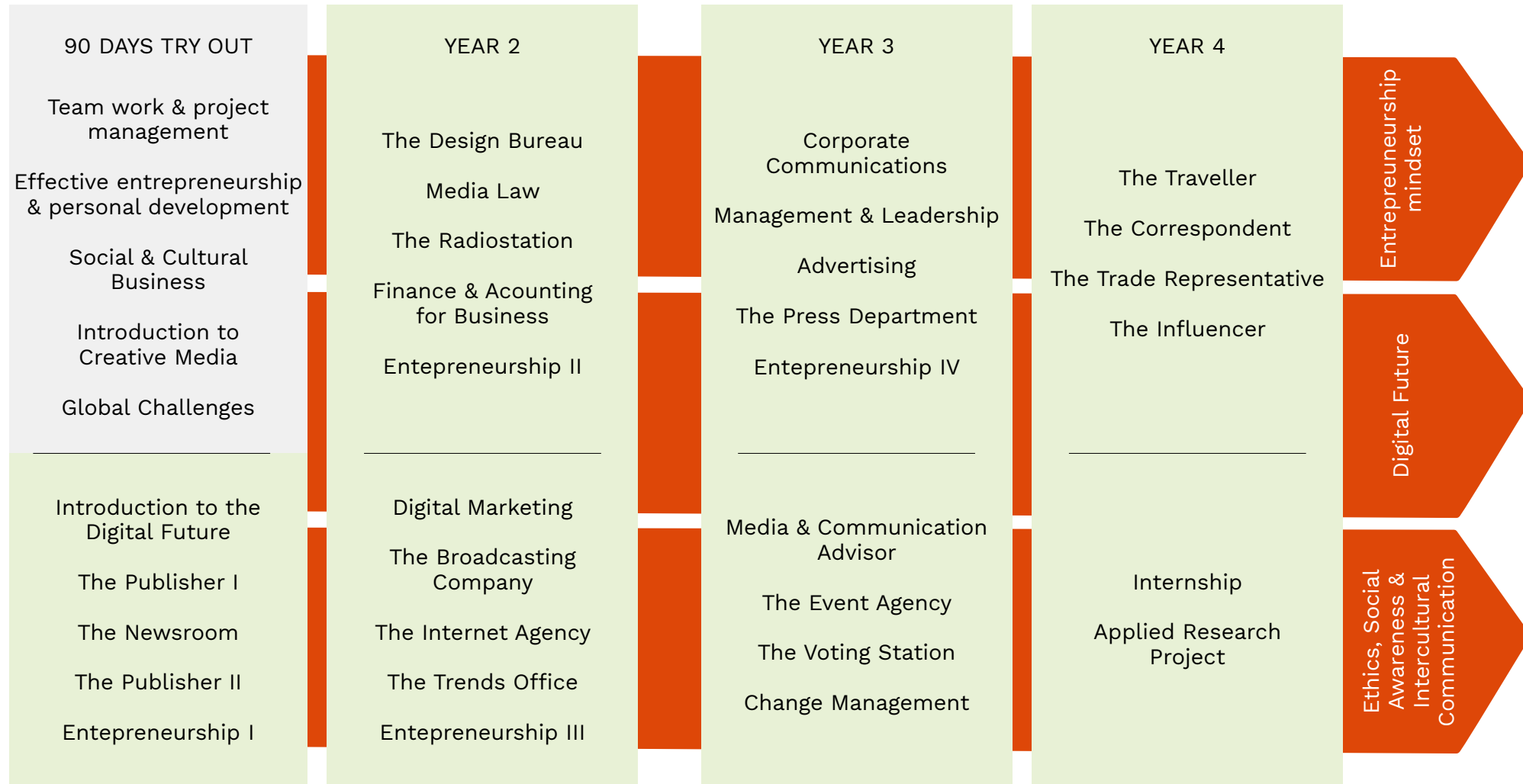
- Editorial publications
- Social media management
- PR
- Market and trend research
- Content production



“The approach to media as we know it, is rapidly changing. The current paradigm shift in media calls Tomorrow’s Creative Media Expert to perform a delicate balancing act between today’s wicked challenges and opportunities.”

**Mylène Gordinou de Gouberville**  
Program Director

# Creative Media



# - Fees & Tuition

Citizenship | EU/EEA\* (incl. Switzerland and Western Balkans) EUR 6 750/year (8 semesters)

Citizenship | Non- EU/EEA EUR 9 900/year (8 semesters)

The monthly/semester tuition fees will remain the same for the duration of your study program. If you're from the Netherlands, EU or EEA and planning to start studying in March or October 2022, you can apply for a scholarship. Students from outside these areas can apply for a scholarship program if starting the study in March 2022. Want to find out more? Get in touch!

## **Application process**

Ready to apply? Great! The deadline for the March intake is 1 February 2022 for non-EU/EEA students, and 20 February for EU/EEA students. Here's how it works.

Upload your passport, diplomas, English language certificate, CV and motivation letter.

If you meet the admission requirements, we will invite you to a selection interview with a lecturer. If the interview is successful, you'll receive an acceptance letter and a study contract.

Once you've sent us a signed copy of the study contract and paid the registration fee, you're all set! Welcome to Haarlem Campus.





## About Campus Life



- Get inspired inside our breathtaking campus building, and take in its beautiful open design.

### Extraordinary living & learning experience

The cupola has been through an incredible transformation over the last few years, from a former prison into a university campus. It's now a modern and cutting edge learning environment with classrooms, labs, co-working space, meeting rooms, a café, a movie theatre and even a start-up incubator. All this, within an iconic historical monument. Just a few steps away, you'll find 250 brand-new apartments available to students, to allow you to live and learn on campus for a fully immersive experience.

Step into our building, and you'll feel energised to work together on ideas and projects that shape the future. It's a place where innovators, researchers, and forward thinkers all come together and build the future.

The city centre is just minutes away and the cupola is in a vibrant area, with sunny terraces, a supermarket and a shared mobility hub all on the doorstep.





We've transformed The Koepel campus into a community of learners and entrepreneurs, and created an inspiring environment where students and small enterprises work together to develop ideas and exchange knowledge. Living on campus connects like-minded people from all over the world and enables you to learn, grow and change together.

**Lilian van Gulick**  
Chief Operating Officer

#### **Campus life at its best**

Haarlem Campus is not just somewhere you come to study. Our students are part of an international community, and meeting people from different backgrounds and cultures, working together, and learning from each other is a part of everyday life.

#### **Networking and events**

There's never a dull moment at Haarlem Campus: events, social activities and networking opportunities are organised all year round to help you grow a game-changing network outside the classroom.

#### **From student to professional**

The campus was designed to support you in your journey from inquisitive student to fully fledged professional, providing the opportunities you need to achieve your potential. Make friends for life, meet people from all over the world, and build a network that will open doors for you throughout your career.

Welcome to your future.

# About Haarlem

## The City of Haarlem

Our Campus is located in Haarlem, a city with a beautiful historic centre, famous cultural attractions, picturesque shopping streets, atmospheric cafés and lively bars. Best known for the world-famous art at the Frans Hals and Teylers museums, Haarlem is regularly voted the country's best city for shopping. From cobbled medieval streets and hidden courtyards to canalside terraces and music venues, the city has everything.

## Biking distance from the seaside

Two of the Netherlands' most famous beaches are just 25 minutes away from Haarlem City Centre and can be reached almost as quickly by bike.

Zandvoort and Bloemendaal are surrounded by beautiful dunes that run along the coast, and natural parks with forests, hills and lakes. Go for a swim at the beach, or cycle through nature. Get some fresh air and a change of scenery, and return to the city full of ideas and creativity.

## Just a stone's throw away from Amsterdam

Did you know that Haarlem is just an 11 minute train ride away from the centre of Amsterdam? Trains run all day every day, so you can head to the capital whenever you're looking for some big city buzz. That's the beauty of Haarlem - you've got everything on your doorstep.



## Why the Netherlands?

The Netherlands is the 4th most attractive study destination in Europe, and more than 94,000 international students choose the country as their study abroad destination every year. Academic programmes in the Netherlands are ranked among the best in the world and the Dutch higher education system is well-known for its high quality and practical nature.

The Netherlands is a safe and easy place to move for international students, with extremely low crime rates, the best non-native English speakers in the world, and a great quality of life. And if you want to stay in the Netherlands to find a job following your studies, you can benefit from the booming Dutch economy and find a wide-range of English-speaking positions within its international job market. You can stay without restrictions as an EU student and easily apply for an orientation year visa if you're a student from a non-EU country.



Curious?  
Meet Georgia,  
our student advisor!



**Reach out to us at**  
[info@haarlemcampus.com](mailto:info@haarlemcampus.com)

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[haarlem-campus.com](http://haarlem-campus.com)