

DREAM BIG



**FUTURE-PROOF
BUSINESS
BACHELORS**

BSc **Business Psychology**
BSc **Creative Media Business**
BSc **Digital Transformation Management**

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!

Therefore, education must stay ahead of the game, preparing you for what to come and helping you 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. At this moment we've

got beautiful new rooms on-site, so you can throw yourself into campus life. Our professors, coaches and practice experts provide you with the essential competencies you need to shape your career exactly the way you want.

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
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 mind and heart to make a positive impact in this world! We have designed our programs so that our graduates emerge as entrepreneurial, goal-oriented and creative individuals, determined to use their skills to shape the world of tomorrow.

Eager to make a difference?

If you want 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 progress. 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 a collaboration between SRH and 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 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 fundamentals of business, innovation and breaking boundaries - and how to come up with your own breakthrough ideas.

Learning instead of teaching

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

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 one subject at a time, during 5-week blocks. Immerse yourself in the topics by working on practical tasks in small teams.

No written exams

We care about equipping you with the skills you'll need in the real world. You won't need to memorise books and take stressful exams: at Haarlem Campus, you'll be tested through anything from presentations to elevator pitches.

Personalized education

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

Personal growth

From day one, learning coaches will be on hand to give you constant feedback on your performance, help you connect theory to practice and guide you through a future internship, allowing you to work on both your professional and personal development.



BUSINESS PSYCHOLOGY

Bachelor of Science program



People centered. Leading teams.
Business mindset.

Want to discover what drives
human behaviour in business?

Course Content

Businesses are made and 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.

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.



Accreditation

Our Bachelor program in Business Psychology received accreditation from the NVAO (Dutch-Flemish Accreditation Organization).
CROHO-number (ISAT): 39311

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:

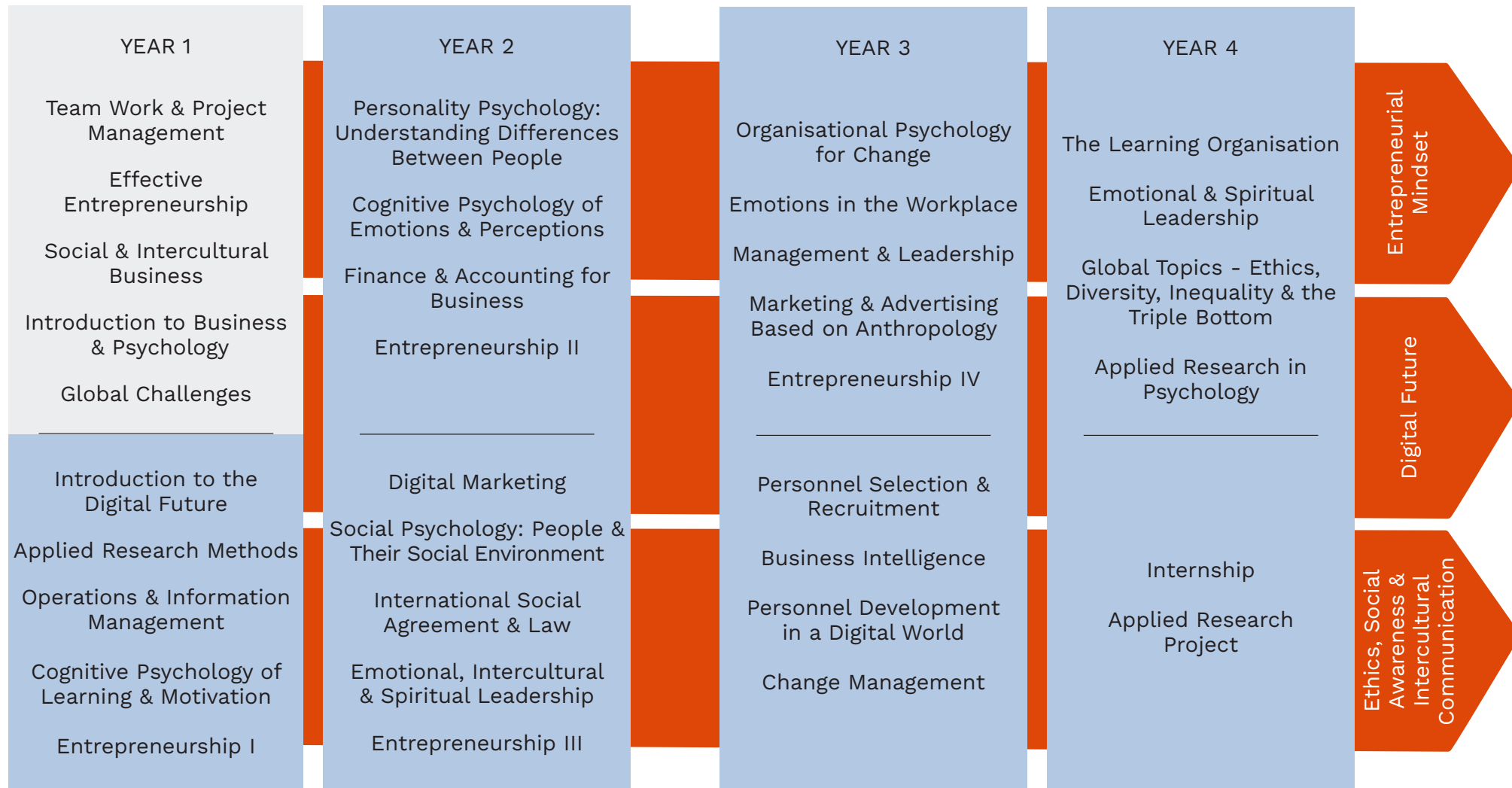
- Intercultural, inclusion and diversity management
- Organizational development
- Change management
- Human resources and recruitment
- Business coaching
- And a lot more (future careers)...



"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



DIGITAL TRANSFORMATION MANAGEMENT

Bachelor of Science



Cutting-edge technologies. Digital solutions. Future-proof skills.

Ready to pilot businesses through digitisation?

Course Content

Everything we do can be captured in data. Businesses increasingly collect and analyse 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
- And a lot more (future careers)...

Accreditation

Our Bachelor program in Digital Transformation Management received accreditation from the NVAO (Dutch-Flemish Accreditation Organization).

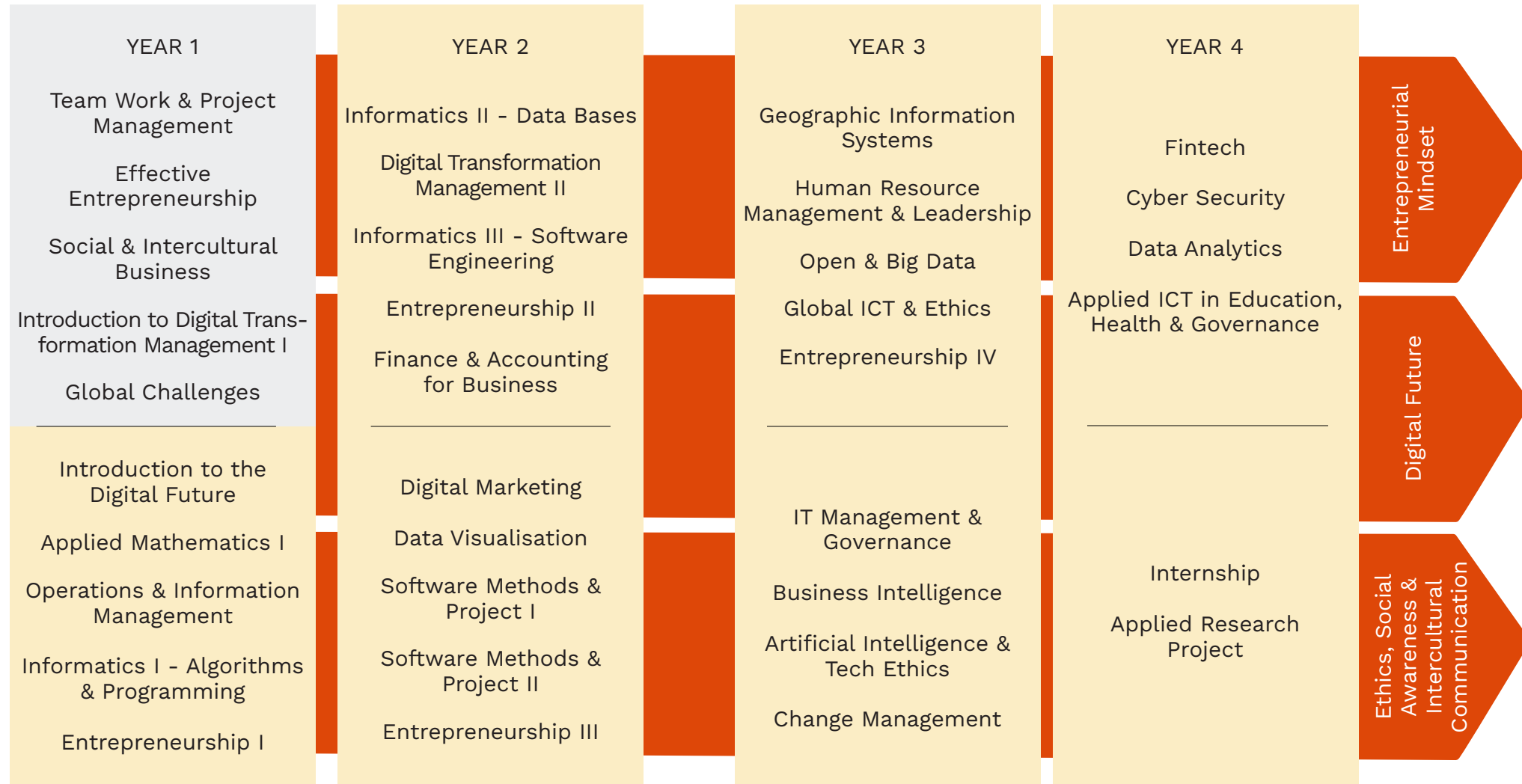
CROHO-number (ISAT): 39310



"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 BUSINESS

Bachelor program



The power of creativity. Innovative media solutions. Creative content.

Want to shape
the future of 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 Business include Media Law, Corporate Communications, Digital Marketing, Advertising and Media Distribution.



Accreditation

Our Bachelor program in Creative Media Business received accreditation from the NVAO (Dutch-Flemish Accreditation Organization).

CROHO-number (ISAT): 34746

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

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

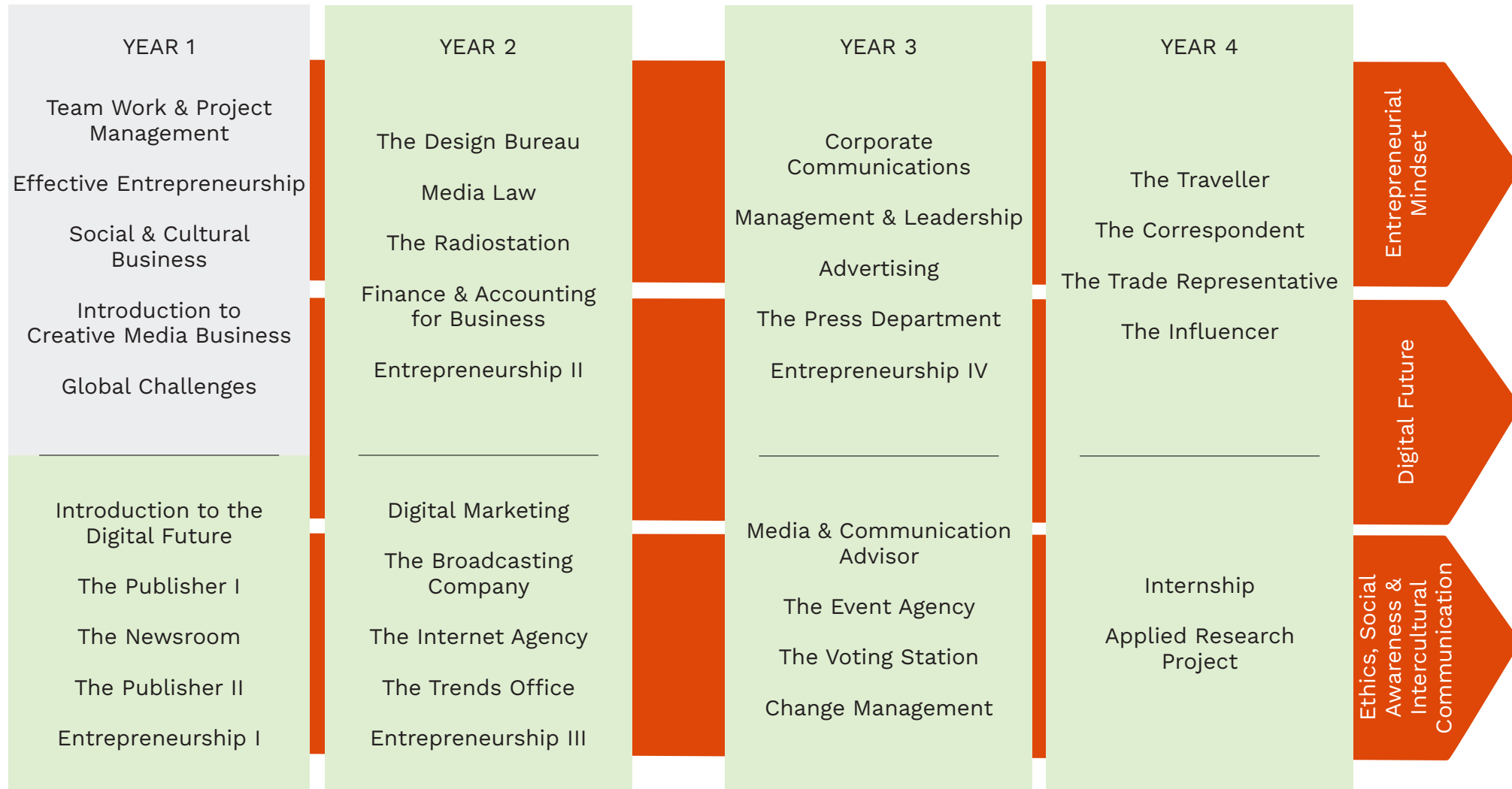
- Editorial publications
- Social media management
- PR
- Market and trend research
- Content production



"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."

Pier Wouda
Program Director

CREATIVE MEDIA BUSINESS



FEES, ADMISSION & APPLICATION



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.

Program start dates

Summer intake: September

Winter intake: February

Entry and language requirements

Dutch Students:

Havo-diploma (profiles depending on the course), Vwo-diploma, Mbo-diploma level 4

International Students:

International Baccalaureate, High school diploma, General Certificate of Secondary Education, Abitur or Fachhochschulreife, Equivalent international diploma

Language requirements:

IELTS: 6.0 or higher, TOEFL internet based: overall score of 80; Cambridge certificate: CEA, CPE or FCE overall score C (169-172); Havo/vwo: pass for Englisch/Mbo-4

21+ Admission test

This entrance examination is intended for prospective national or international students who are 21 years or older on our program's start date.

By doing the 21+ Admission Test you will take an entrance examination and receive advice on your abilities to follow the study program you have chosen. We use the Test to determine whether your knowledge and skills are of a sufficient level to complete a degree program at our university. Your results are compared to those of a reference group. This means you don't have to achieve a perfect score for a positive result.

*Due to high inflation, fees are under indexation before the September 2023 intake.

Application process

Ready to apply? Great! The application deadline for the September 2023 intake will be June 1st for non EU/EEA students, and August 31st for EU/EEA students. The deadline for February 2023 intake is December 31 for non-EU/EEA students, and January 31 for EU/EEA students,. Here's how it works.

1. Apply online and upload your Passport, Diplomas, English Language Certificate and

Motivation Letter

2. If necessary, we will invite you to a selection interview with a lecturer
3. If the interview is successful you will receive an acceptance letter and the study contract
4. You will sign the study contract and send it back to us
5. You will pay the registration fee
6. Apply and pay for a visa if applicable
7. Join us at Haarlem Campus and get the journey started!



ABOUT OUR CAMPUS: “THE KOEPEL”



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 82 brand-new apartments available to students, to allow you to live and learn on campus for a fully immersive experience, this number will be expanded in the future.

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.

STUDENT ACCOMODATION

Student accomodation

We offer students the opportunity to rent a student apartment on our campus, which guarantees the possibility to stay 1 year (2 semesters) on our beautiful and secure university campus. The allocation of apartments takes place in order of registration.

The newly built student apartments will be home to students of mixed ages, nationalities and cultures and a unique opportunity to meet new friends and become part of our vibrant community.

Alternative housing options

If you prefer to look for an apartment yourself, we advise you to start your search early (6 months in advance). There are vseveral ways to find an apartment:

1. Local housing providers:

An overview of Dutch housing providers:

- Funda
- Pararius
- Kamernet
- The Student Hotel
- Housing Anywhere
- Huurwoning.nl

2.Studenthousingcorporations:

There are many housing corporations in the Netherlands that cater to students. The largest student housing corporations are:

- SSH Student Housing
- DUWO

3. Social Media:

Useful facebook groups might be:

- Haarlem Rental House & Apartment & Studio & Room 2021
- Haarlem Housing, rent an apartment, studio, room

On-campus students apartments



Average room size	22 - 38 m ²
Contract duration	12 months
Move-in date	one/two weeks before the study start
Monthly rent	From €850,-€1000 approx. <small>(Including utilities, depending on the room size*)</small>
Security deposit	Two months' rent
Booking fee	€215, aprox - <small>(one time payment for kitchenary, bed linen & registration)</small>

* service costs, internet water and energy

What is provided

A room furnished with a bed, a couch, a couple of chairs and lights, as well as your own kitchenette and private bathroom.

What is included

Included are bedding, linen, and cooking utensils.

What do you need to provide

Personal effects.

Students might be eligible for rent benefit (huurtoeslag) from the Dutch government. For more information visit www.be-lastingdienst.nl (switch to English at the bottom of the page and search for 'rent benefit' and select the first available option).

WHY STUDY IN THE NETHERLANDS?



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.

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.





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.



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.

CURIOUS ?
MEET GEORGIA,
OUR STUDENT ADVISOR!



Reach out to

Mail: georgia.spanou@haarlemcampus.com

Whatsapp: +31 6 382 458 60

Video call: calendly.com/georgia-spanou

Location

De Koepel
Koepelplein 1C
2031 WL Haarlem



haarlem-campus.com

