



WITTENBORG

University of Applied Sciences

New - BBA Entrepreneurship Start September 2011



Settled in Apeldoorn

In the summer of 2010, Wittenborg University moved to Apeldoorn. The combination of this green, modern city with its culture and central location makes Apeldoorn the ideal location for many local and international companies, an important ingredient for the future of Wittenborg and its students. In the past 20 years, Wittenborg has built an extensive network within the national and international business community, and intends to increase this from the new Apeldoorn location.

Master Programme Coming Soon



Young Entrepreneurs

Today, entrepreneurship amongst young, ambitious people is spreading rapidly throughout the global business world. The Netherlands, for example, currently counts 150,000 registered young entrepreneurs. This new generation, with the majority comprised of bachelor's degree holders, is partly driven by the global economic crisis, making it vital to get involved in (part-time) entrepreneuring. However, a more important factor at play is business-oriented education, as offered by Wittenborg Business School.

Calendar 2011

SEMINARS FEBRUARY

- 20 February
 - Lean Management
 - Emiel van Es

SEMINARS MARCH

- 3 March
 - Performance Measurement Systems: Design of the Balanced Scorecard
 - Kaleem Hassan
- 4 March
 - Information Services Management
 - Robert Aaldering
- 18 March
 - International Quality Management
 - Hans Groothuis
- 25 March
 - Digital Marketing & Strategies
 - Tanya Dimitrova



Excursion to Teuge International Airport

Recently a group of about 25 students went to Teuge International Airport for a project week excursion. Following a presentation by Sky Service Netherlands BV owners Onno van der Zee and Daniël van Vliet, another presentation was given by aircraft technician. Finally, some students experienced an exciting over flight of the Apeldoorn area. A video was shot and photos were taken while flying over the Wittenborg building. For the video please click [here](#).

Hotlinks

- [Master Programmes](#)
- [Bachelor Programmes](#)
- [Wittenborg Online News](#)



Wittenborg Alumni - Yu "Ray" Lixiang of WenZhou QiangMeng Shoes Co.

Yu "Ray" Lixiang was a student at Wittenborg University between 2004 and 2007, spending half a year on language studies, after which he obtained his bachelor degree in only two and a half years. After graduation, Ray moved back to China, where he started working as Sales Manager for his father's shoe manufacturing company (WenZhou QiangMeng Shoes Co., Ltd.) in September 2007. All of the company's products are exported overseas. Ray specializes himself in finding and selling products to new customers.



"A few valuable things I learned at Wittenborg are: being more confident when I speak English to my customers, the experience of staying in the Netherlands for 3 years, and visiting businesses during my studies; all of which help me to know more about the European customer. This knowledge is one of the reasons why we now have our greatest market share in Europe. For the coming years, I will use more skills I learned at Wittenborg to achieve my goals. To sum up, I love Wittenborg University as it brought me a new face to the world, and I like the people there, as they are very friendly - we grew very close to each other. Those 3 years of studying comprise one of the best parts of my life. I just loved it."

Contact

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