



# WITTENBORG

University of Applied Sciences



## The True International Classroom

The unique international nature of Wittenborg University is not only present in its English-taught programmes, international focus, or international staff. With an average of 12 to 15 different nationalities per class - class sizes differ from 5 up to 30 students - Wittenborg is unique in the Netherlands as a top business school with around 200 students representing about 40 different nationalities. The diverse input of different cultural perspectives, opinions, and ways of doing business create lessons in which a student learns from the different cultural approach their fellow student has. This allows them to create a competitive advantage when it comes to doing business in these different cultures.



## Brand New Video for Prospective Students

Studying at Wittenborg University is a unique experience which both international and Dutch students can acknowledge. However, picture yourself in the shoes of a recently enrolled student from Brazil, Kenya, or Mongolia, for whom it will be the first time setting foot in the Netherlands, let alone the Wittenborg building. What will this person experience upon arrival at our premises? What do the services Wittenborg offers look like? What will be the atmosphere of the university? A high-quality video was made to show the process new students go through starting from the moment they arrive by taxi. For the video please click [here](#).



## Press Lunch Development Higher Education & Business in Apeldoorn

Recently, journalists, Fokko Spoelstra (alderman in Apeldoorn), Frenkel Mazenier (director of Mazars, a multinational accountancy firm), Peter Birdsall (director Wittenborg University), and a few Wittenborg lecturers gathered in Apeldoorn. Although business in the city is developing rapidly, the connection with higher education threatens to fall behind. Starting this year, new Bachelor's and Master's programmes will be launched at Wittenborg in cooperation with business, including large companies such as Achmea, Mazars, and Rabobank. The first new programmes will be a Bachelor's in Entrepreneurship, one in Financial Services Management, and a Master's focused on Sustainability.



## Wittenborg Alumni - Perananth Visvananth of Zozijn and CvJO Apeldoorn

Perananth Visvananth was an IBA student at Wittenborg University between 2008 and 2010. After finishing his studies he started working as a Project Officer at Zozijn, an organization serving handicapped people. Besides this, Visvananth is also working for the Centrum voor Jong Ondernemerschap (CvJO - in English: Centre for Young Entrepreneurship) office in Apeldoorn. Their purpose is to facilitate an affordable working environment for young entrepreneurs together with an office where students and interns can work on projects set out by the industry. Linked to this are their goals to retain, attract, and stimulate entrepreneurship in Apeldoorn.



*"My responsibilities are to plan, design, test, and implement an online programme, which is used to collect data of Zozijn staff in the Netherlands. The collected field data will be used for the organization of future financial controls and programme development, such as Budgeting, HR Management, Reorganization, etc. This really is an interesting and exciting experience for me, as it also enables me to learn even more about Dutch people and culture, and to develop myself. Besides this, it was a fantastic experience in my life to complete my second degree (Bachelor) in International Business Administration at Wittenborg University of Applied Sciences."*

## Calendar 2011

### 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*

### SEMINARS APRIL

- 7 April
  - Business Research Methods  
*Abdul Rauf*
- 14 April
  - Corporate Synergy PR & Marketing  
*Loek Hopstaken*
- 15 April
  - Mass Communication  
*Adeyemi Banjo*
- 28 April
  - Change Management  
*Antoinette Vriend*
- 29 April
  - A Practical Approach To Change Management  
*Wim Vriend*

## Hotlinks

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

## Contact

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