

**NO FUTURE
WITHOUT
KNOWLEDGE.**

AVANS UNIVERSITY OF APPLIED SCIENCES





**GOOD ENOUGH
NEVER IS.**

INTRODUCTION

I am delighted that you are reading our corporate brochure for companies and partner institutions. It may be that you are interested in doing business with us or engaging in research projects with us. The information in this brochure will help you get to know Avans University of Applied Sciences.

Avans is situated in the Netherlands, in the province of Brabant. Large international companies choose the Netherlands and this province for its open, multicultural, business-oriented environment. Our lecturers and students choose Avans for the very same reason. One of our priorities is to collaborate with local, regional and international businesses. We encourage our students to work, study and explore in an international business environment.

Our mission or goal is to produce highly qualified professionals who maximise the possibilities of their own individual talents and their environment. We do so by embracing the diversity of our students and creating conditions in which they can excel.

We are not just active inside our schools, where we teach our students how to apply existing scientific knowledge to develop practical applications. Avans is also the knowledge partner in the region. Our students and lecturers actively help resolve complex issues for and with regional companies and partner institutions. In doing so, they keep the curriculum relevant and constantly contribute to the professional world with the development and dissemination of knowledge.

Sustainability is also part of our mission - from teaching students how to look for the most sustainable way of building a bridge or producing goods to encouraging staff and students to come to our schools by public transport. We also value social sustainability: we build long-lasting relationships and partnerships.



Paul Rüpp
Chairman of the Executive Board



avans
hogeschool



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THE NETHERLANDS.

TEN FACTS ABOUT THE NETHERLANDS.



1

**LIBERAL AND
OPEN MINDED**



3

**BROAD
CULTURAL
DIVERSITY**



2

**TOP-CLASS
EDUCATION**



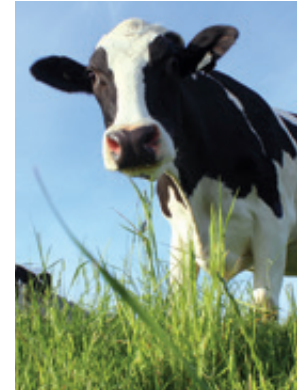
4

**CENTRAL
LOCATION
IN WESTERN
EUROPE**



5

STRONG BRANDS, SUCH AS HEINEKEN, PHILIPS, PORT OF ROTTERDAM, ING AND KLM



9

INNOVATIVE AND CREATIVE



6

STRONG IN THE FIGHT AGAINST FLOODING



8

FLUENT IN ENGLISH



7

EXCELLENT IN SPORTS



10

SUSTAINABLE





ABOUT AVANS.



FACTS & FIGURES.

Number of study programmes:

54

Number of students:

29,000

Number of employees:

2,400

Number of research groups:

24

For the actual figures look on avans.nl

Schiphol Airport



AMSTERDAM

The Netherlands boasts two types of higher education: research-oriented universities, where everything revolves around scientific research, and universities of applied sciences, which focus on teaching how to apply existing scientific knowledge to develop practical applications, like Avans.

AVANS UNIVERSITY OF APPLIED SCIENCES

A large university of applied sciences in a small country. A country whose education system has an excellent reputation for quality. Avans University of Applied Sciences has ranked at the top of this education system for a number of years.

TOP-RANKING

We are proud of this and want to keep it this way. Our position among the top 3 in the Dutch education system is mainly thanks to our personal attention for students, our excellent facilities, and the quality of our lecturers.

1:00h



'S-HERTOGENBOSCH

1:05h



BREDA

1:16h



TILBURG

EDUCATION IN EIGHT SECTORS

Avans offers professional programmes in eight sectors:

- Economics and Management
- Healthcare
- ICT
- Education
- Law
- Science and Technology
- Social Studies
- Art and Design



**BE THE
BEST.**



MISSION

Avans University of Applied Sciences develops talent for the future. We help future graduates to become highly qualified professionals. We set the bar high, to ensure that a diploma from Avans has added value. To achieve this, it is essential that our staff and lecturers continue to grow and develop. And become even better in their field of expertise. Key motivators are a passion for the students, and commitment to the environment and the subject area.

Avans is at the very heart of the community. We develop, share and create knowledge and carry out practice-based studies with companies, authorities, healthcare facilities and civil society organisations. This ensures that we keep abreast of the developments in education and research. Not only in our region, but also far beyond the Dutch borders.

Professors and professionals from the various sectors work together with our lecturers. They challenge themselves and our students to push their boundaries and to excel.

VISION

Avans University of Applied Sciences views students and staff members as individuals. Avans applies a personal approach. We feel connected with one another. This is important to us. It makes sure that everyone keeps enjoying their work and their study programme. With excellent results.

Our goal: students and staff members who help to make the world a better place. Who are future oriented, who think in terms of sustainability and who have an enterprising attitude.



EDUCATION AT AVANS.


IN THE CLASSROOM

Our education prepares students for a specific profession. That is why we already integrate the professional field into our education where possible: most lecturers have work experience in their field of expertise which they apply in the classroom, by using practical and actual examples of business cases.

Experts from the professional field give guest lectures and take part in advisory boards to make sure our study programmes remain up to date and connected to the professional field. Students carry out projects based on real-life cases of organisations that are active in the field of the study programme.

OUT OF THE CLASSROOM

All of our students spend part of their bachelor's programme in the professional field: they will perform either a work placement and/or a graduation internship in an organisation that is related to their study programme. They temporarily work as an assistant or they conduct individual research based on a practical question relevant to the organisation.



Four students from the School of Health travelled together with researcher Lowie van Doninck to Sardinia. People there live around seven years longer than the average Dutch citizen. The students wanted to know why that is.

More information goo.gl/LdrMty



CREATING KNOWLEDGE.



PERSONAL APPROACH

A personal approach to our students is important to Avans. All students have a mentor during their studies. The mentor provides the student with appropriate study and career guidance and focuses on the development of the students' professional and generic competencies.

PROJECT-BASED

Avans University of Applied Sciences embraced and first implemented the project-based learning method a number of years ago. This method centres on student interaction and teamwork. Students work in small groups on assignments derived from the professional field, which involve themes and subjects that have been dealt with during the previous weeks of study.



For students at the School of Life Sciences and Environmental Technology, the Netherlands' grass clippings and orange peel in the rubbish bin are not merely waste. They extract proteins, natural pigments, fibre & flavour from natural organic waste that are used to recover biobased products.

More information: goo.gl/S9eMJj
or via www.avans.nl/international

SUSTAINABILITY AND ENTREPRENEURSHIP

Sustainability and entrepreneurship are important elements of all our bachelor's programmes. We teach students in all fields of studies how to be entrepreneurial and what role sustainability will play in their future work field. Sustainability is part of our vision, research, innovation and personnel.



MODERN LEARNING ENVIRONMENT

We have top-class facilities to enhance our students' study progress: technical facilities, an extensive library, as well as group and individual work spaces.

ACCREDITATION

All our bachelor's and master's degree programmes are formally accredited by the higher education accreditation authorities of the Netherlands and Flanders and comply with European standards as set by the Bologna Agreement. In addition, our international English-taught bachelor's programmes are often accredited by international accreditation authorities such as FIBAA.

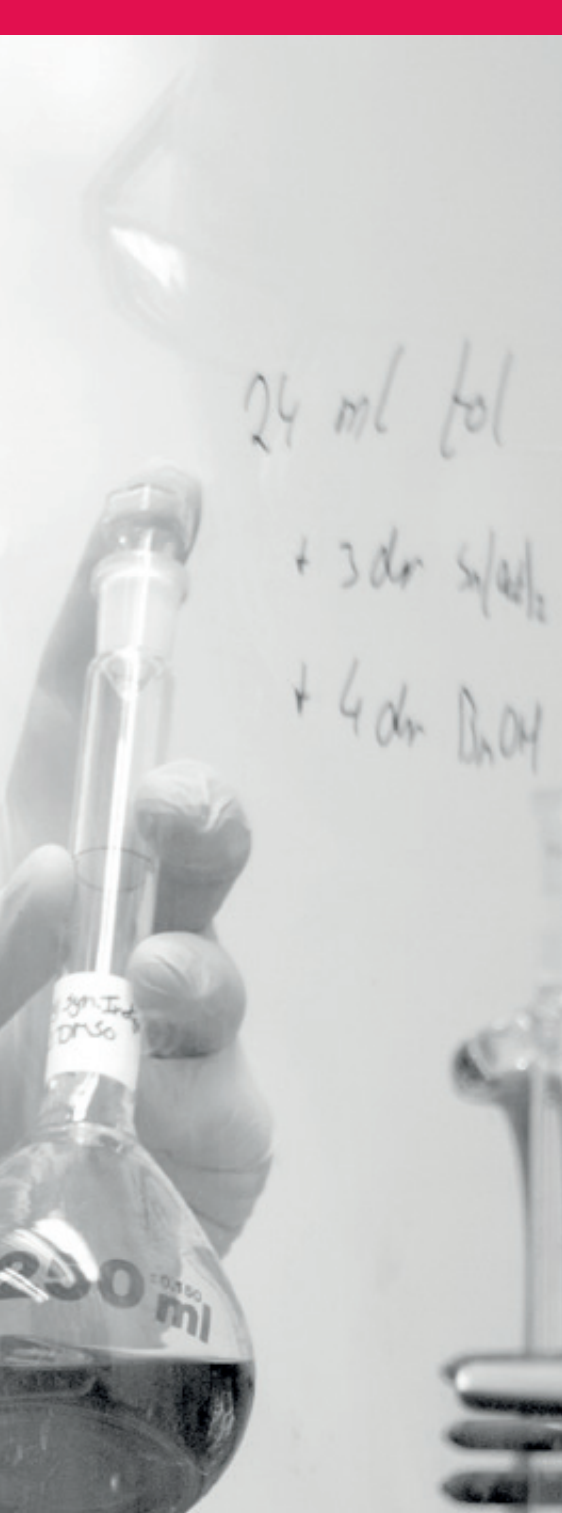


RESEARCH WITH RESULTS.

RESEARCH AT AVANS

Avans recognises the ongoing trend in higher education of investing in applied research as a means of keeping the curriculum up to date with the state of the art in the professional field.

This approach also enables schools to develop a unique ability to position and differentiate themselves at a regional, national and international level. Unlike its counterpart fundamental research, applied research does not aim to continue the scientific cycle, but instead aims to solve a problem in the professional field with a larger societal impact. It is of paramount importance that in doing this the urgency and relevance for the professional field is evident, and that the themes enable researchers to work in an interdisciplinary way.



EXPERTISE CENTRES

Within Avans University of Applied Sciences we have several expertise centres. At these expertise centres, various research groups collaborate to carry out practice-based studies within their own subject area. They do this for companies, authorities, healthcare facilities and civil society organisations.

Avans has the following centres of expertise:

- **AVANS CENTRE FOR ART & DESIGN**
- **AVANS CENTRE OF EXPERTISE BIOBASED ECONOMY**
- **AVANS CENTRE FOR CARING SOCIETY 3.0**
- **AVANS CENTRE FOR PUBLIC SAFETY AND CRIMINAL JUSTICE**
- **AVANS CENTRE FOR SUSTAINABLE BUSINESS**
- **AVANS CENTRE FOR SUSTAINABLE INNOVATION**

FUNCTIONAL STABILITY OF BIOPOLYMERS

Due to the waning supply of petroleum and an international focus on sustainability, there is a growing interest in biopolymers: man-made fibres produced from biological raw materials. This interest centres first and foremost on the use of biopolymers in sustainable applications, such as insulation materials and mobile phones. A key priority is functional stability. Too little is currently known about this subject. This knowledge is vital in order to make headway on biopolymers in sustainable applications.

AVANS CENTRE OF EXPERTISE BIOBASED ECONOMY

At this expertise centre we focus on the transition to a biobased economy. We organise research that promotes this transition. Gather knowledge. Link supply and demand. And draw attention to this essential transition within education.



THE HRM PRACTICE MONITOR

The HRM practice monitor is a periodic study of current developments in the field of personnel management. For example, we look at the activities carried out by HR professionals and the competencies required for this job. This is relevant to higher professional education because it provides insight into the competencies that HRM students need to develop.

AVANS CENTRE FOR SUSTAINABLE BUSINESS

This expertise centre contributes towards a sustainable regional economy and society based on current issues. We do this by carrying out multidisciplinary practice-based research in the areas of business, industrial engineering and management. Our key focus lies on the valorisation of knowledge and the application of this knowledge for the benefit of education and our students' future professional field.

AVANS CENTRE FOR ART & DESIGN

At the time this brochure was published this expertise centre was still in the setup phase.

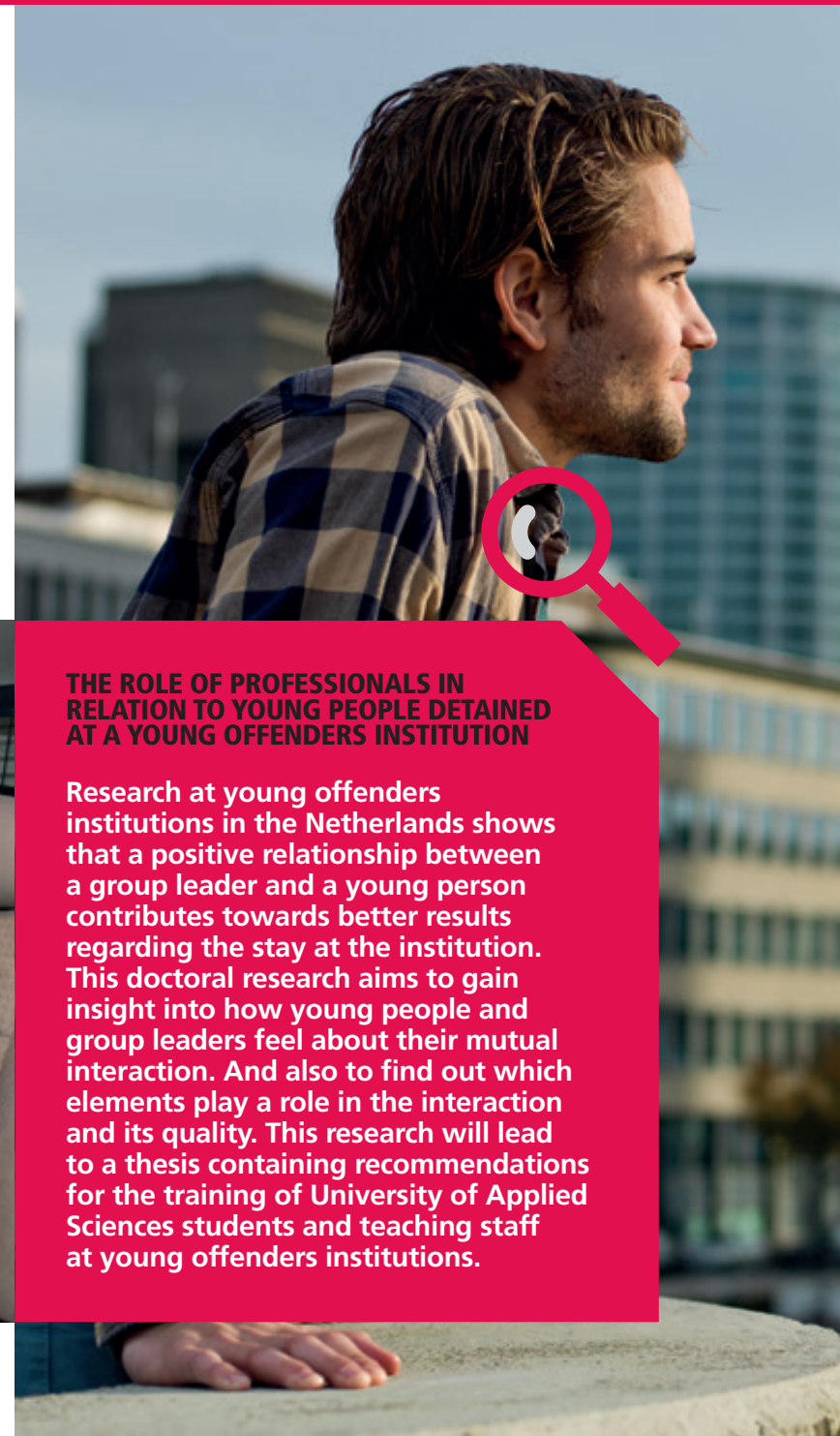
AVANS CENTRE FOR PUBLIC SAFETY AND CRIMINAL JUSTICE

At this expertise centre we search for answers to complex security issues relating to public spaces, social and economic life, and the situation behind closed doors. Our goal is to ensure that the study programmes in question remain up to date, and to professionalise this line of work. We also aim to contribute towards the academic knowledge domain regarding the defined security issues.



THE ROLE OF PROFESSIONALS IN RELATION TO YOUNG PEOPLE DETAINED AT A YOUNG OFFENDERS INSTITUTION

Research at young offenders institutions in the Netherlands shows that a positive relationship between a group leader and a young person contributes towards better results regarding the stay at the institution. This doctoral research aims to gain insight into how young people and group leaders feel about their mutual interaction. And also to find out which elements play a role in the interaction and its quality. This research will lead to a thesis containing recommendations for the training of University of Applied Sciences students and teaching staff at young offenders institutions.





STRENGTHENING FORCES TOGETHER

A programme in the context of the social support act. The aim is to enrich the professional activities of care and social professionals. A multidisciplinary approach towards teaching citizens who are expected to function more independently to take greater control together with their environment, to use and improve their own strengths. As closely as possible in line with everyday life. Professionals and lecturers familiarise themselves with working methods and new behaviour via work-study programmes. The result is effective joint action with appreciation for one another's areas of expertise to promote the wellbeing of the individual and the social system. The working methods are described and translated into concrete products for the education sector and the professional field. We also form a knowledge network that brings together education, practice and research.

AVANS CENTRE FOR CARING SOCIETY 3.0

At this expertise centre we work on sustainable, integrated solutions to regional issues relating to improving the quality of life. This requires a concerted effort by citizens, their social network and professionals. We follow a multidisciplinary and innovative approach in which topics are explored in conjunction with one another. This is why we collaborate with the professional field, provincial and municipal authorities, other knowledge institutions and schools of Avans University of Applied Sciences.



SUSTAINABLE MINORS WEEK

Week in which students and lecturers from different schools work together on a real-life case study. Visiting lecturers from the business sector give talks. At the end of the project the students pitch their recommendations to the company. With the aid of an expert jury, this company then selects the winning team.

AVANS CENTRE FOR SUSTAINABLE INNOVATION

At this expertise centre we work on sustainable technological innovations with a focus on the living environment and the manufacturing industry. Our goal is to link companies and civil society organisations to Avans University of Applied Sciences' schools and research groups via practice-based research. The expertise centre acts as a research and development centre in this area.



AVANS INTERNATIONAL.



**STAY
AHEAD.**



Each year, Avans supplies the foundation of Elimu Mount Elgon (Kenya) with a number of trainees and graduates for various construction projects. These are often architectural commissions with a strong focus on sustainable development to support the community's self-reliance. There are currently a total of around 10 assignments in which students are managing local building projects or graduating in architecture and construction engineering.

More information: goo.gl/yrfi7v or via the foundation Elimu Mount Elgon website: goo.gl/CYcTDZ

Around 800 international bachelor's and exchange students study an international study programme at Avans. They choose from a broad range of programmes. From International Business and Languages to Fine Art, and from Healthcare to Financial Management.

800



BEYOND BORDERS

Avans prepares its students for the international field of work. With our study programmes they become qualified professionals who are able to function at a high level in the international context of their profession and in collaboration with companies and institutions. To achieve this, we benefit from long-lasting partnerships with international universities and companies.

Through our exchange programmes, work placements and graduation assignments, Avans University of Applied Sciences provides its own students with the opportunity to gain experience with companies and partner institutions all over the world. We also receive hundreds of foreign students annually, who enrol in our exchange and bachelor's programmes.



In 2013, students and lecturers of Architecture took part in the international ECOWEEK in Krakow, Poland. They shared knowledge about building with bamboo, held workshops and attended those held by other architecture students. As a result of the ECOWEEK, students and lecturers have been invited to visit the universities in Copenhagen (Denmark) and Como (Italy) in the coming year.

More information: geo.gi/g1oPIN or via www.ecoweek.org

INTERNATIONAL APPEARANCE.



INTERNATIONAL LEARNING ENVIRONMENT

Avans University of Applied Sciences offers an international learning environment. Not just with English teaching materials and a growing number of international study programmes, but also with examples that apply on a global scale, lecturer and student exchanges, international work placements and projects, and international accreditations.

PROFESSIONAL FIELD

Avans collaborates with companies and organisations on a regular basis. We function as a knowledge institute. What's more, companies often come to us looking for trainees, graduation students, research and advice. Our students carry out a work placement or graduation assignment in a multicultural setting. At Dutch companies that operate at a global level or at major companies and authorities abroad such as VW, the UN, l'Oreal, Shell, Unilever, DSM, Philips, Tauw, Haskoning and DHV or in an international healthcare setting. Vice versa, experts from the business sector regularly hold guest lectures for our students.

PARTNER INSTITUTIONS

Avans works closely with nearly 200 universities. We share knowledge via lecturer and student exchanges in the context of education, visiting lecturerships and research. Together we find new ways of learning. Avans has ties with a number of institutions, including:

BR: Pontificia Universidade Católica de São Paulo
US: Eastern Kentucky University
KR: Kyungpook National University

FR: Reims Management School
RU: Higher School of Economics Moscow
TW: National Taipei College of Business
BE: Ghent University
FI: Helsinki Metropolia University of Applied Sciences
FR: Ecole Supérieure des Arts Décoratifs - Paris
TR: Istanbul Bilgi University
GB: Staffordshire University



TRIPLE HELIX EXAMPLE

The China Business Association (CBA) is the platform to facilitate entrepreneurs in the triple helix construction via bringing partners together, the exchange of information and networking opportunities. The CBA organises trade delegations to China and accompanies Chinese delegations visiting our region. Avans lecturers and students are actively involved in these activities. They share their knowledge about this region with local entrepreneurs and guide delegations from both countries when visiting their counterparts.

COOPERATION.

EMBEDDED IN THE REGION

'Permanent regional roots' is one of our key objectives. This is a recurring theme of both our teaching and research. It is about how Avans University of Applied Sciences responds to socioeconomic and cultural developments in the region.

Avans does this by taking part in innovative, socially responsible and sustainable projects in the region for the implementation of socioeconomic plans. For example via the Avans Centre for Entrepreneurship and International Business.

Avans is also associated with the biobased activities in South-West Brabant. This enables us to contribute towards economic developments and the integration of application-oriented research into education.

Avans also has regional roots via the Professionals Advisory Councils (Werkveld Adviesraden, WAR). A WAR consists of representatives from the professional field, lecturers and study programme staff. They advise study programmes about the alignment of the education with the practice, so that students can start work right away after graduating.

BRABANT: AN ENTERPRISING AND INTERNATIONAL REGION IN EUROPE

Brabant is a particularly international province. The province won the European Entrepreneurial Award for 2014. The European jury was impressed by the support for small and medium-sized enterprises and the triple helix approach. In this, the government, the education sector and the business sector work together to achieve a sustainable, strong economy. Avans University of Applied Sciences has links in the Brabant region with regional branches of international multinationals. Strengthening the international economy in Brabant is one of the goals stated in the Brabant Agenda policy document. Economic missions and encouraging businesses to settle and invest in the region on the one hand, and European cooperation on the other hand, form the backbone to Brabant's international policy.



AVANS CENTRE FOR ENTREPRENEURSHIP AND INTERNATIONAL BUSINESS

Avans University of Applied Sciences works closely with companies and organisations in the region. The fact that companies value this is demonstrated by the success of the Avans Centre for Entrepreneurship and International Business. This is a separate unit within Avans that links education to the business sector. At the centre, students work in interdisciplinary teams on assignments from business and industry. This enables companies to find answers to their questions, and smoothes the students' transition to the professional field. Project-based learning at its best.

FROM PLANT TO BRACELET

Three young students and entrepreneurs have launched a new company, eYeXD, under the guidance of an Avans lecturer. With this project, the Avans Centre for Entrepreneurship and International Business responded to demand from the professional field: to produce 'green' bracelets and other jewellery using sustainable raw materials, such as lactic acids or potato starch. A very hot topic, as biopolymers are replacing materials made from oil: a raw material that is running out. The students presented their bracelet during the dutch design week. The models also wore the bracelets during the fashion show.

You have been inspired by the strong examples of Avans students and staff members. And you are enthusiastic about our educational vision. If so, we could be what you are looking for. As a partner in knowledge, as an educational institution, or as a provider of professional researchers. Call or e-mail us, and together we will raise the bar.

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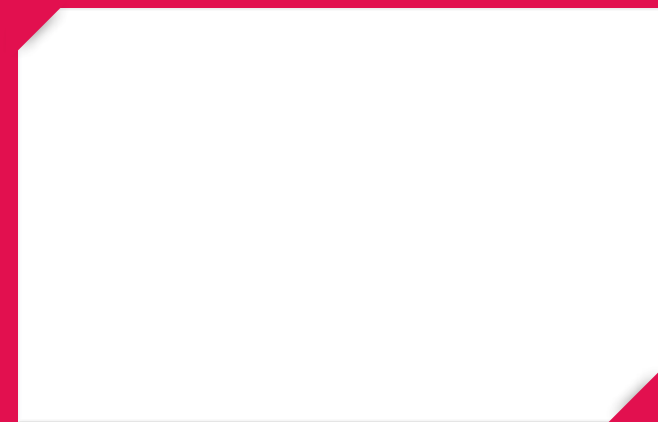
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