

Smart Solutions Semester

SPRING 2024 - 2025

Participating study
programmes

Smart Solutions
Semester

S T R E T C H

YOUR MIND

Introduction

During the Smart Solutions Semester, interdisciplinary projects are carried out within a Learning Community. The purpose of a Learning Community is to systematically develop and leverage knowledge around relevant themes by sustainably connecting education, research, and professional practice.

In this document, you will find more information about what students from the participating programmes can contribute to your issue. Also, there is an explanation for each Learning Community about the content that is emphasized.

Which study programmes are participating?

- Applied Computer Science (TI)
- Applied Physics (TN)
- Archaeology (ARC)
- Biology & Medical Laboratory Research (BML)
- Business Management Studies (BDK)
- Chemical Engineering (CT)
- Chemistry (C)
- Creative Business (CB)
- Electrical and Electronic Engineering (E)
- Entrepreneurship and Retail Management (ORM)
- Facility Management (FM)
- Fashion & Textile Technologies (FTT)
- Forensic Science (FO)
- Health & Applied Technology (GT)
- Industrial Design Engineering (IPO)
- Industrial Engineering & Management (TBK)
- International Business (IB)
- Marketing (CE)
- Mechatronics (MT)
- Nursing (VPK)
- Sportmarketing / Saxion Topsport Academy (SPM)
- Tourism Management (TM)

Learning Community	Content	Study programmes
01. Technology, Health and Care	In this community, we work on building bridges between end-users of technology, care and welfare organizations, governments, companies and knowledge institutions. The aim of this community is to achieve successful transformation and implementation of technology in the care and welfare domains. In doing so, we look at market-ready technologies that emphasize working and living. To this end, we use action research and co-creation so that the citizen, professional or client using technology is central.	CB/IPO/BML/FO/GT/VPK/BDK/SPM
02. Future of our Care	In this community, we focus on the care of the future with the themes of prevention, positive health and planetary health. We will explore what the care of the future looks like. How can people stay in good health for as long as possible, where health is not about being sick or not being sick but looks at the individual and their well-being in an ecosystem.	CB/TI/IPO/BML/GT/VPK/TBK/BDK/CE
03. Design to Meet and Move	Care is increasingly moving from institutions with professionals to neighbourhoods and citizens. We expect people to live longer at home and live healthier lives, but that does not happen overnight. This community brings together projects that focus on using and studying the living environment to promote citizens' health. Projects take place in the neighbourhood and focus, among other things, on teachable moments: moments in life when you are more open to changing behaviour.	CB/GT/VPK/BDK/ORM FM
04. Smart Health	There are several ways to make care inclusive and personalized. For instance, (big) data can be a means to create tailor-made care pathways for a specific carer. This requires us professionals to keep looking at the relationship between care recipient and care provider but also to work together interprofessionally in an appropriate way. This community has room for projects that deal with personalized care and the collaboration needed to deliver good care.	CB/GT/VPK/BDK/IB/CE /FM/TM
05. Nano Technolgy	Nanotechnology, a frontier science at the micro level, offers a broad spectrum of research opportunities for Saxion's third-year students. From nanomaterials for renewable energy to nanorobotics for medical applications, the collaboration with the Applied Nanotechnology lectureship opens doors to interdisciplinary projects that drive innovation.	TI/MT/E/TN/BML/C/FO/CE
06. MediaLab: Media & Health	Within the Media & Health theme of the Medialab, students will work on issues involving health and well-being. They research such a health issue and think about how new media can be part of the solution. To give an example, last semester one of the issues was about student wellbeing. A podcast series was eventually developed for the Saxion student psychologists in support of fear of failure and additional stressors in order to help students cope better with fear of failure and hopefully, in addition, slightly reduce the workload of the student psychologists.	CB/GT/VPK/BDK/IB/SPM/ORM
07. MediaLab: Media & Community	Within the Media & Community theme of the Medialab, students will work on issues in which community formation and connection are central. They will research the environment in which the issue takes place and how new media can add value to initiate or strengthen the connection and community formation.	CB/ARC/BDK/IB/CE/ORM/TM

Learning Community	Content	Study programmes
08. MediaLab: Media & Education	Within the Media & Education theme of the Medialab, students work on issues involving education, training or formation. They will research the environment in which the issue takes place and how new media can add value here to help your target group learn best.	CB/ARC/BDK/IB/CE/ORM/TM
10. Smart Energy Systems	Design the future of energy! A Learning Community for students who are fascinated by the power of innovation in energy and eager to contribute to a more sustainable world. In this branch, students work at the forefront of technological progress. From developing pioneering solutions for renewable energy sources to designing smart grids for efficient energy use - here they will have the chance to turn your ideas into reality. Students will broaden their knowledge, collaborate with industry experts and make an impact in one of the most pressing challenges of our time.	TI/MT/E/TN/IPO/TBK/CE
11. Business, Health & Sport Innovation Lab	Business, Health & Sport Innovation Lab: the place for innovation and collaboration. The Innovation Lab offers a dynamic learning and working environment where students, lecturers and professionals collaborate on issues at the intersection of business, health and sport. Whether you are a student seeking practical experience, a client with a complex challenge, or simply interested in innovative solutions, the Innovation Lab brings together diverse disciplines to create impactful and forward-looking results. Discover how experimentation and interdisciplinary collaboration lead to innovative answers to today's and tomorrow's challenges.	CB/GT/TBK/BDK/IB/SPM/ORM
12. Innovation of Infrastructure and Construction for a Circular Economy	The current and future societal challenges within the redesign of our living environment are enormous. Indeed, we are on the eve of the transition to a circular economy, in which we no longer use primary raw materials and no longer emit CO2. Nationally, it has been agreed that by 2050 these goals must be achieved, and by 50% by 2030. In this Learning Community students can contribute to a circular economy in the field of infrastructure and construction.	CB/TBK/BDK/IB/CE
13. Grounded	Grounded aims to develop data, methods and technologies for a coherent approach to living environments, with a specific focus on the role of soil and subsoil. Here, the focus is not only on sensors, data, analysis and visualization, but also on societal relevance. How can we visualize or investigate everything that is in the soil? This could involve pipes, archaeology, crimes, or infrastructure.	CB/TI/MT/TN/FO/ARC/TBK/IB/TM
15. Livable City Deventer	How can we make Deventer a city that is not only sustainable, but also contributes to the health and well-being of its inhabitants (e.g. through spatial interventions, getting people to move, creating pleasant places). And this in cooperation with entrepreneurs, residents, government and many other parties in Deventer. Together we make the city.	CB/IPO/ARC/BDK/IB/CE/SPM/ORM/FM/TM
16. Smart Hospitality	Smart Hospitality involves application in which the use of, in particular, Smart Technology can add value. In the process of concept development, smartness is central: seeking connection in a dynamic platform between various stakeholders, from organization to guest, for information exchange and decision-making.	TBK/BDK/IB/CE/ORM/FM/TM
18. International Business Opportunities	Join our global Learning Community to create international business opportunities in hospitality, technology, and market entry strategies. Engage with a diverse group of students and tutors, gaining essential skills for success in today's interconnected global marketplace. Don't miss out on the chance to expand your horizons and build on successful new opportunities in international business!	TBK/BDK/IB/CE/ORM/TM

Learning Community	Content	Study programmes
19. Organizing Multiple Value Creation in Circular Economy	This Learning Community on multiple value creation in the circular economy is a vibrant and collaborative space where students can learn more about circular economy, what it means for companies/organizations and what the benefits and challenges are. Students will actively work on identifying options to change aspects from regular business models to circular solutions.	TBK/BDK/IB/CE/FM/TM
20. Smart Materials	Plastics, composites and natural materials play an indispensable role in our daily lives, with smart features such as strength, bacteria resistance and technological gadgets. Smart structures make materials both strong and light, while eco-friendly bio-based raw materials contribute to sustainability in construction. Functional Biomaterials explores improvements for biological building materials, such as wood, with a focus on fire resistance, longevity, maintenance reduction and environmental benefits for various applications such as construction, interiors, clothing and vehicle components.	FTT/IPO/BML/C/CT/FO/BDK/CE
21. Water Technology	Water Technology is a critical global challenge, emphasizing the need for clean water for all. The impact of water quality and availability on life, environment, and health is immense, with unbalanced water handling practices worldwide. The International Water Technology (IWT) research group focuses on the Water-Energy-Food-Environment nexus, addressing issues such as pollution, climate change, and unbalanced water usage. Collaboration on a global scale is essential, involving expertise in water treatment, monitoring, data science, circular business models, and communication to create tangible impact and ensure a sustainable future.	TI/MT/E/TN/IPO/BML/C/CT/FO/ARC/TBK/CE/FM
22. Robotics and Drones	Robotics and drones are a rapidly evolving theme, with assignments from lectorates such as Nanobio, Nanophysics and Smart Mechatronics and Robotics. Robotics development is expanding to various applications, such as drones for inspection, parcel delivery, firefighting, wind turbine maintenance, autonomous ground robots in industries, automation of manufacturing processes, and robot dogs for police reconnaissance. Sensor technology plays a crucial role, with applications such as thermal cameras for fire detection, vision with machine learning for classification, and sensor fusion for advanced object detection. High-tech assignments offer the chance to contribute to these innovations and invent new applications.	TI/MT/E/TN/IPO/FO/CE
23. Forensic Research and Innovation	This LC focuses on research and innovation in crime fighting, improving security in our environment and animal welfare. Many of the issues relate to detection, such as detecting paper money, suspicious sounds (e.g. animal noises) or slime (human or animal). In addition, topics may include decomposition processes and extracting more information from fingerprints.	BML/C/FO/GT/VPK/AR/C
24. Value Creation in Sports	In this Learning Community, students work with the client to create new, or rethink existing, value propositions for specific target groups. In this context, the client is active in sports or sports-related industries.	CB/TI/GT/VPK/TBK/BDK/SPM/ORM/FM

Learning Community	Content	Study programmes
25. Multiple Value Creation of Retail	The Learning Community 'multiple value of retail' focuses on challenging issues relating to the future of retail(er). We focus on developing sustainable and innovative solutions for the retail sector, incorporating economic, social and environmental values. Retail plays a central role in creating value for consumers and at the same time can be an important link in broader societal trends, such as promoting sustainable consumption. We also explore the role of retail in relation to other sectors, such as the leisure economy. How can retailers respond to the changing wants and needs of consumers, for example in their leisure activities? We consider how the shopping experience can be enriched by smart technologies, attractive physical environments and innovative concepts that play a role in both retail and leisure activities. Issues around the use of data and technology in retail are also addressed, as well as the impact of retail on sustainable consumer behaviour, such as facilitating reuse and repair where relevant.	CB/FTT/IPO/TBK/BDK/IB/CE/SPM/ORM/TM
26. Stories and Images of the Past	The past is full of stories and images. These stories can not only teach us something about life in the past, but they can also inspire tourism, spatial planning or teach us lessons about the future. Students in this Learning Community will contribute to sharing stories or creating visualisations about or from the past.	CB/ARC/BDK/IB/TM
27. Sustainable and Functional Textiles	In a world where sustainability and environmental awareness are increasingly important, it is essential that our students prepare for the challenges of tomorrow. Our learning community, called "Sustainable Textiles," provides an inspiring environment where students can share their passion for the environment and collaborate on innovative solutions. Students collaborate with faculty and experts from industry and from the research groups, creating a fertile ground for innovation and creativity. Students work on real projects that have a positive impact on the environment, for example, recycling old clothes, making new materials and much more. Let's build a greener, more sustainable world together!	FTT/BML/C/CT/BDK/IB/CE/SPM
28. Circularity and Sustainability in Twente	Sustainability & Circularity in Twente: build a circular future together. This Learning Community is the place where students, teachers and professionals work together to tackle the challenges of sustainability and circularity. Located in the heart of Twente, we focus on developing innovative solutions that contribute to a circular economy and a more sustainable society. Whether you want to gain practical experience, are a client with a sustainability issue, or are involved in the future of our region: here we work together to achieve impactful and future-proof results. Discover how interdisciplinary collaboration makes a difference to the world of tomorrow.	CB/TBK/BDK/IB/CE/ORM

Learning Community	Content	Study programmes
29. Positive Health	Positive Health is a broader view of health, elaborated in six dimensions. With this broader approach, students contribute to people's ability to cope with the physical, emotional and social challenges in life. And to exercise as much self-direction as possible. This Learning Community brings together projects that adhere to this vision and aim to help organisations and people make healthcare more inclusive.	CB/GT/VPK/BDK/IB/CE/SPM
30. Value Creation in Technology	In this Learning Community, students work with the client to create new or reconsider existing value propositions for specific target groups. In this context, the client offers technical or technological solutions in a broad sense.	FTT/TI/MT/E/IPO/C/CT/FO/TBK/CE/ORM
31. Value Creation in Health	In this Learning Community, students work with the client to create new or reconsider existing value propositions for specific target groups. In this context, the client operates in healthcare or healthcare-related industries.	C/FO/GT/VPK/BDK/CE/SPM/ORM/FM

Applied Computer Science

Coordinator

Lars Koens (l.a.koens@saxion.nl)

About Applied Computer Science

Applied Computer Science students are software engineers with knowledge of hardware. They can programme well in a structured manner using a range of languages in addition to good electronic engineering fundamentals: they can design and build simple circuits and can conduct measurements. In addition, they have solid mathematical knowledge to be able to do digital signal processing or control systems, for example.

Applied Computer Science in the Smart Solutions Semester

Areas of application are: robotics, embedded systems, Internet of Things, networking and operating systems. In other words, all equipment and systems where software is involved.



Coordinator

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About Applied Physics

Applied Physics is a programme in which we train students to be physical researchers in the broadest sense of the word. The subject-related competences focussed on are:

- Experimentation, both construction and development of a measurement setup as well as performing measurements and processing data;
- Modelling.

Applied Physics in the Smart Solutions Semester

In general, Applied Physics students can contribute the following to projects:

- Finding and implementing different sensors;
- setting up methods of measurement;
- Measuring and processing data;
- Provide a physically correct basis to simulations;
- Model physical properties



Archaeology

Coordinator

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About archaeology

The archaeology degree programme is unique. We are the only non research university archaeology programme in the Netherlands, attracting students from throughout the country. A (bachelor) archaeologist is a practical researcher, telling the story of the past based on archaeological finds and traces in the landscape. Archaeological fieldwork forms the core of the degree programme. Digital work is a spearhead within the programme. The attention to (innovative) digital techniques is in line with developments in the professional field and the technical nature of the programme. Examples include drones, GIS, databases, geophysical measurement techniques, (close range) remote sensing and surveying techniques. In addition, the program focuses on the (digital) presentation and visualisation (for example with 2D and 3D reconstructions or scans) of heritage for both the public and other workers in the profession. Conservation and management of archeology and heritage are anchored in policy and legislation but can also provide inspiration for spatial plans and issues.

Archaeology in the Smart Solutions Semester

Archaeology students can contribute to the areas of:

- Soil and subsoil;
- Advanced Forensic Technology;
- Heritage and tourism;
- Geographic Information (GIS);
- Visualisation and presentation of heritage
- Gaming and Heritage;
- Sustainable Development
- Regional development;
- Heritage and history in education;



Biology & Medical Laboratory Research

Coordinator

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About Biology & Medical Laboratory Research

In the Biology and Medical Laboratory Research program, students learn to develop into professionals who independently or in teams conduct research to solve problems in the biological and/or medical field. Subject areas include:

- Research: The focus here is on carrying out and developing innovative techniques within healthcare.
- Diagnostics: the student focuses on the research to make a diagnosis or to follow the course of a therapy.
- Nanotechnology this relatively young field of study forms a bridge between physics, nano-physics, and medical research.

Biology & Medical Laboratory Research in the Smart Solutions Semester

In general terms, the students can contribute to projects related to:

- Healthcare services
- Food industry;
- Epidemiology;
- Forensic Science;
- Biotechnology;
- Antibacterial materials.



Business management studies

Coordinator

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About Business management studies

The Business management studies programme teaches students to look at organisations with a broad vision, continuously with improvement in mind. They learn how companies are composed and how business management issues can be solved by looking at different fields of study. Through good analyses and creative ideas they learn how organisations can stay ahead of the competition. Business experts have an entrepreneurial attitude!

Business Administration in the Smart Solutions Semester

Business Administration students know how to market an innovation creatively and successfully. Added value lies, for example, in the field of market research, finance and legal analysis. Business Administration students understand the dynamics in an organisation (or project team) and can anticipate this. They make connections between technical innovation, the organization itself (HR, quality assurance), and commerce. They can also contribute in the field of project management, process analysis and operations management.



Chemical Engineering

Coordinator

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About Chemical Engineering

Chemical Engineering students learn to develop as professionals who carry out research and/ or develop products/processes in the field of Chemical Engineering. Areas include:

- Process technology: the application and improvement of heat and mass transfer processes and reactors;
- Materials technology: the production and development of (new) materials, finding of new applications and the combination of material properties is composites;
- Water and food technology: the purification and preparation of water, the large-scale production of food (supplements);
- Design: the development of industrial processes by efficient switching of process equipment or integrating processes.

Chemical Engineering in the Smart Solutions Semester

students can contribute to projects related to:

- (re-) use of materials and raw materials;
- Water and food industry;
- Polymers/ coatings/ textiles;
- Membranes and sensors for conducting water research;
- Smart materials;
- Nanotechnology (micro-processes);
- Industrial safety.



Coordinator

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About Chemistry

Chemistry students learn to develop as reflective professionals who can conduct research both independently or in a team to solve problems in the field of chemistry. Subject areas include:

- Analytic Chemistry: the emphasis here is on developing methods for conducting analyses with (specialised) equipment.
- Organic Chemistry: the synthesis and analysis of organic compounds such as medicines, flavourings, and more environmentally friendly materials.
- Polymer Chemistry: the synthesis of plastics (coatings, resins, additives, 3D printing) or (bio) plastics.
- Physical Chemistry: the application of physical methods to the field of Chemistry to understand and describe properties of substances and their changes.

Chemistry in the Smart Solutions Semester

In general terms, the students can contribute to projects related to:

- Pharmaceutical industry;
- Food industry;
- Polymers/ coatings;
- Forensic Science;
- Membranes and sensors for water research;
- Smart materials;
- Nanotechnology (modification of nano-particles, sensors)



Creative Business

Coordinator

Sander Kattenpoel (s.j.a.kattenpoel@saxion.nl)

About Creative Business

At Creative Business - Media, Information & Communication we are trained to be creative concept developers who understand the playing field between client, target group and media platforms, and can convert those concepts into media design and production.

Creative Business in the Smart Solutions Semester

Things that a student can contribute to in a project:

- Layout;
- Copywriting;
- Target group/ user research;
- Marketing analysis and planning;
- Tutorials.

Specialisations:

- Educational media concepts;
- Journalism and information;
- Media formats and direction;
- Creative marketing concepts.



Electrical and Electronic Engineering

Coordinator

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About Electrical and Electronic Engineering

Electrical and Electronic Engineering students are equipped with a broad foundational knowledge of Engineering. They can carry out research and create designs to solve a wide range of engineering problems. There are two Specialisations:

- Information Engineering (EIE);
- Electrical Power and Automation (EPA).

Electrical and Electronic Engineering in the Smart Solutions Semester

EIE students are specialised in

- PCB design
- embedded systems
- micro-controllers.

EPA students work with

- PLC's
- analogue electronics
- related power issues

Students of both specialisations can translate a list of customer requirements into a real end product.



Entrepreneurship & Retail Management

Coordinator

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About Entrepreneurship & Retail Management (O&RM)

O&RM trains the entrepreneur who connects social needs and technological innovations to create a new company.

Entrepreneurship & Retail Management in the Smart Solutions Semester

O&RM students can act as project leaders or take care of the communications for the entire project. Concrete assignments that can be carried out are as follows:

- draw up a marketing plan (or part of it; market, target group, competition or internal/ external analysis);
- conduct desk research;
- write a business plan
- Come up with (innovative) potential products and how they can be brought to market;
- conduct feasibility studies;
- apply canvas model (also for the project itself);
- develop sales strategies for a product or service;
- set up purchasing;
- map out the customer journey;
- create personas.



Facility Management

Coordinator

Fleur Vennegoor-Fransen (a.f.c.vennegoor@saxion.nl)

About Facility Management

Facility management is the position that aims to provide employees within organisations with an integrated working environment, thus contributing to the success of the organisation. This includes aspects such as: housing, energy, sustainability, ICT support, cleaning, company catering and safety. The facility manager is responsible for an optimal working, living and care environment, both physically and virtually. It has a supporting role, just like HR, Finance, Marketing, ICT, Purchasing, Communication, etc.

Facility Management in the Smart Solutions Semester

On the one hand, students from this programme are generalists with a broad business knowledge. On the other hand, they have knowledge of supporting processes and services. In this, hospitality and customer orientation are always important principles. Above all, FM students are "thinkers with drive" and have experience in working in turbulent business environments and multi-disciplinary (project) teams. They can contribute to projects in the following areas: project management, thinking from a process perspective (optimisation), innovations from a customer perspective, conducting research into customer/user requirements.



Fashion and Textile Technologies

Coordinator

Evelyn Eijkelenkamp (e.f.w.eijkelenkamp@saxion.nl)

About Fashion and Textile Technologies

F&TT students purchase products and develop materials at production companies at home and abroad. Knowledge of trends combined with applications of new (sustainable) materials allow new innovative products. 'Is it possible to charge your smart phone with sports apparel?' and 'What material & fit requirements are there for firefighter clothing?' are examples of possible real-life questions that students have to deal with. Within the programme, 3 main themes are addressed; Material (technology), Collection (creativity) and Buying (commercial).

Fashion and Textile Technologies in the Smart Solutions Semester

F&TT students have a wide knowledge of the quality of (textile) materials and different clothing construction techniques and understand the specific steps and stakeholders in the clothing and textile industry supply chain. Students can easily cross over to applications of textiles in other sectors, e.g. care, construction or Forensic Science.



Forensic Science

Coordinator

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About Forensic Science

Students carry out research from a natural sciences and technical perspective. This research is implemented in a variety of incidents. From criminal offenses, fire, accidents and fraud to damage due to failure of products, materials, constructions or human actions.

Forensic Science in the Smart Solutions Semester

Students can be deployed as damage specialists, fire safety advisers, traffic accident analysts, forensic specialists, digital investigators, fire researchers and policy officers.



Health & Applied Technology

Coordinator

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About Health & Applied Technology

In the Health & Applied Technology study path, students are widely deployable as HBO Nurses, but also as a leaders in the field of innovative care technologies. The focus is on improving and/ or implementing technological innovations for the quality of care (for example, robotics, home automation, eHealth, serious games, medical technology). Students can be widely deployed as HBO Nurses in diverse professional fields such as:

- Mental healthcare;
- Cognitive care;
- Social healthcare
- General healthcare service;
- Care technology (including (further) development and evaluation).

Health & Applied Technology in the Smart Solutions Semester

Health & Applied Technology students can be deployed in projects where the focus is on:

- Providing integrated care in the physical, psychological, functional and social areas.
- Promoting and supporting the health of target groups (health promotion/ prevention).
- Bringing about (technological) innovations in healthcare (aimed at technology, students can delve deeper into, provide information and participate in improvement processes and implementation of medical technology).
- Carry out and apply research to improve the quality of care.



Industrial Design Engineering

Coordinator

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About Industrial Design Engineering

The Industrial Product Designer knows how to design an industrially manufactured product that meets the requirements of the customer. The focus is on research and design of user friendly consumer products and professional products, with a feel for ecologically acceptable solutions. The study is layered in six study areas, each of increasing complexity.

- 1) Design Engineering: integral approach to product development
- 2) Visualisation: Solid Works and drawing as a medium of communication
- 3) Materialisation: construction, material selection, process selection
- 4) Applied Physics: mechanical properties of materials, heat transfer, electronic devices
- 5) User-oriented research: ergonomics (usability studies), feasibility studies on the product market, innovation
- 6) Professional and personal development: self-reflecting practitioner, capacity to learn independently.

Industrial Design Engineering in the Smart Solutions Semester

the Smart Solutions Semester is aimed at research and co-operative design. The Industrial Design Engineer develops new innovative products through research, generation of ideas, concept development, materialisation and ultimately engineering. Usability, technical feasibility, economic feasibility and attractive design are the results of a typical development process.



Industrial Engineering & Management

Coordinator

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About Industrial Engineering & Management

The Industrial Engineering & Management programme is a special combination of technology and management, evaluated as one of the top education programmes by the Keuzegids HBO 2020 (study guide to university of applied sciences). Students learn to design company processes and improve and develop themselves widely. Experience is gained in, for example, the manufacturing industry, in the area of product development process, materials and fabrication and assembly techniques. Furthermore, there is attention for the management of operations and realisation of innovations.

Industrial Engineering & Management in the Smart Solutions Semester

Industrial Engineering & Management students are equipped with a product-oriented approach to research and management skills. They discover creative and innovative possibilities and develop these into advice. They also take into account how the various parties in the supply chain can be included in improvement processes.



International Business

Coordinator

Marleen van Nuil (h.m.vannuil@saxion.nl)

About International Business

Our students are managers of the future in international organisations. With a strong focus on "conscious business" we teach our (international) students how they can make a difference in companies in the region and far beyond. From day one, students are exposed to company issues in small groups and learn how to provide companies with advice on how to grow and improve. Due to the international character and participation of students from an average of 35 countries, the programme is completely taught in English.

International Business in the Smart Solutions Semester

IB students have a broad range of interests and go on to work in both profit as well as non-profit organisations. Through their knowledge of language, cultural sensitivity and specialisations in the areas of entrepreneurship, technology and innovation, they can advise companies, integrally in the following domains which in addition to conscious business, are core to the programme:

- Marketing & Sales;
- Management & Organisation;
- Supply Chain Management;
- Finance & Accounting.



Marketing

Coordinator

Harold Plettenburg (h.h.w.plettenburg@saxion.nl)

About Marketing

Marketing (CE) students are trained to be marketing and sales specialists. They create value for customers in both physical and online environments. Commercial specialists always think from the customer's needs in relation to the values of their own organisation. On a strategic level, they create distinctive and meaningful strategies. On a tactical level, they know how to implement these strategies in the organisation and the market. On an operational level, they always act from the strategic point of view in order to create value for customers.

Marketing in the Smart Solutions Semester

Within the project, the CE students can contribute to realising ambitions and/or solving problems in the field of :

- creating and optimising business models
- better matching of products and services to customer needs
- answering omnichannel questions
- solving marketing communication and positioning issues
- achieving turnover and margin targets



Mechatronics

Coordinator

Lars Koens (l.a.koens@saxion.nl)

About Mechatronics

How do you implement robots in operations? And how do you ensure that they can place things with extreme precision? This is what is addressed in the Mechatronics programme. Students go on a journey of discovery in the world of robots, smart tools and innovative machines.

Mechatronics in the Smart Solutions Semester

Students can set up and carry out the necessary research into the applicability of new technologies and transform it into a design (system engineering). They can set up and conduct testing regimes (for components to systems), in which the test systems are also realised to meet requirements. Students integrate partial systems from different disciplines to a working whole with the help of simulations and tests.



Coordinator

Sara Laurijssen (smartsolutionssemester.agz@saxion.nl)

About Nursing

Nursing students are trained as HBO-nurses (level 6). Students can be widely deployed in diverse professional fields, such as:

- Mental healthcare;
- Cognitive care;
- Social healthcare
- General healthcare service;

Nursing in the Smart Solutions Semester

Nursing students can be deployed in projects where the focus is on:

- Providing integrated care in the physical, psychological, functional and social areas.
- Promoting and supporting the health of target groups (health promotion/ prevention).
- Innovations in healthcare/ welfare arrangements (focusing on technology is about finding and knowing, safe and skilled use, trust, telling and deepening);
- Carrying out and applying research to improve the quality of care.



Coördinator

Harold Plettenburg (h.h.w.plettenburg@saxion.nl)

About Sportmarketing / Topsport Academy

Sports marketing students are trained as marketing and sales specialists. They create value for buyers in both the physical and online environments. Marketeers always think from the needs of the customer in relation to the values of their own organisation. At strategic level, they create distinctive and meaningful strategies. At the tactical level, they know how to implement these strategies in the organisation and the market. At the operational level, they always act from the strategic thinking in order to create value for customers in sports-related market segments.

Sportmarketing / Topsport Academy in the Smart Solutions Semester

Within sports-related organisations or subjects, sports marketing students can contribute to realizing ambitions and/or solving problems, in the areas of:

- creating and optimizing business models;
- better connecting products and services to customer needs;
- answering omnichannel issues;
- solving marketing communication and positioning issues;
- achieving revenue and margin targets.



Tourism Management

Coordinator

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About Tourism Management

At Tourism Management we train students to become flexible tourism professionals who create tourism, sustainable, responsible and meaningful products and services to enhance the hospitality experience, both within and outside the tourism and leisure sector. Tourism professionals know better than anyone what the wishes and needs of customers are, have an eye for new technologies, see opportunities for innovation, translate this into financial and economic feasibility and know how to position this successfully in the market.

Tourism Management in the Smart Solutions Semester

What a student can contribute in a project:

- Mapping trends & developments with regard to tourism/ hospitality issues;
- Developing products and services which contribute to the hospitality experience.
- Connecting new technologies to the behaviour and needs of the user;
- Performing target group analysis and map the customer journey;
- Writing and executing a(n) (online) Marketing communication plan;
- Do market research by means of desk and field research;
- Develop sustainable earnings and business models;
- Organising and managing projects

