

CREATING TOMORROW: TODAY'S CHALLENGES, TOMORROW'S SOLUTIONS



At the Amsterdam University of Applied Sciences (AUAS), we educate tomorrow's professionals in a wide array of fields and disciplines of higher education. Our graduates are prepared to see and grab opportunities and to come up with smart solutions for challenges facing our city. Our mission is 'Creating Tomorrow': enabling students, teachers and researchers to develop the innovations and the knowledge the Amsterdam metropolitan area needs. The AUAS works closely with countless industries, companies and organisations in Amsterdam, the rest of the Netherlands and abroad. The AUAS has a joint executive board with the University of Amsterdam.

Applied research is an important component of the educational programmes offered by the AUAS. In labs and at centres of applied research, students work alongside professors and their research groups. All applied research conducted at the AUAS relates to real-life cases and issues, providing answers to questions from the professional field.

Students

With nearly 50,000 students and just over 3,500 staff members, the AUAS is the largest knowledge institution in the Netherlands. As a broadly oriented university of applied sciences, it educates students from a wide range of backgrounds. In the 2013-2014 academic year, approximately 18,000 new students enrolled in programmes at the AUAS. Our programmes span 69 Bachelor's, 15 Master's and 5 Associate degree programmes, which are organised at seven Schools: the School of Design and Communication, the School of Economics and Management, the

School of Education, the School of Health Professions, the School of Social Work and Law, the School of Sports and Nutrition, and the School of Technology.

The city as a classroom

As Amsterdam's university of applied sciences, the city is not just part of our name, it is part of our identity. The city of Amsterdam and the AUAS are intertwined in many ways, and the city is our classroom. Amsterdam is a cosmopolitan city, a key centre of education and research in all conceivable areas: culture and society, trade, logistics, aviation, shipping, ICT, sports, healthcare and more. Students are encouraged to take full advantage of this wealth of opportunities and the AUAS collaborates closely with countless Amsterdam-based businesses, institutions and organisations.

The AUAS has four campuses

- Amstel Campus (near city centre): School of Design and Communication, School of Education, School of Social Work and Law, School of Technology (from 2018)
- Amsterdam West: School of Sports and Nutrition
- Amsterdam Southeast: School of Economics and Management
- Amsterdam Southeast (next to hospital AMC): School of Health Professions.



PROGRAMMES IN ENGLISH

The AUAS offers nine Bachelor's programmes and one Master's programme taught in English, which cater specifically for degree-seeking international students. Exchange students who study at the AUAS for shorter periods can choose from its 48 English-taught minors.

The Bachelor's programmes:

- AMFI - Amsterdam Fashion Institute
- European School of Physiotherapy (Honours programme and Bachelor's, full-time)
- IBS - International Business and Languages
- IBS - International Business and Management Studies (Bachelor's, part-time, full-time and fast track)
- IBS - Trade Management Asia
- International Degree in English and Education
- International Sports, Management and Business

The Master's programme:

- European Master of Science in Occupational Therapy (Master's, full-time)

Exchange programmes and minors in English

The seven Schools of the AUAS also offer exchange programmes in which students can spend one or several semesters abroad. Foreign students can do an international minor or take selected courses at the AUAS, depending on the School. Visit www.amsterdamuas.com/exchangeprogrammes for a full overview of exchange programmes. www.amsterdamuas.com/minors gives an overview of our minors.

Amsterdam Talent Scholarship

The AUAS seeks to attract excellent students from around the world and offers the Amsterdam Talent Scholarship (ATS) to make this possible. Students from outside the European Economic Area (EEA) who are enrolled in a programme at the AUAS can apply for an ATS, comprising €3,000 that is awarded at the end of the academic year to non-EEA students who have obtained 60 credits for the year and have an average mark of seven.

Summer school

As from 2015, the AUAS will be offering English-taught summer schools on specific subjects for both Dutch and international students. Summer schools are a wonderful opportunity for students from all over the world to get to know the AUAS and Amsterdam.

Excellence and Honours

For ambitious, motivated and talented students who are willing and able to go above and beyond the standard curricula, the AUAS offers Excellence tracks and Honours programmes. We believe that each student is talented and therefore ensure all students have the chance to try out an Excellence programme in their first or second year to see if it suits them. Honours programmes are open to selected third and fourth-year students who have demonstrated the motivation and capability to take on this additional challenge.

APPLIED RESEARCH

Our emphasis on applied research as compared to fundamental research distinguishes the AUAS from research universities. Research problems are taken directly from professional practice and in turn yield practical innovations that can be put to immediate use in the field. This research also helps to shape our degree programmes, calibrating them and keeping them up to date. In terms of research the AUAS works closely with other educational and research institutions in the region and also with the business community. More information: www.amsterdamuas.com/research-and-cooperation.

Professorships and research programmes

Applied research has become increasingly important, which now employs around 42 professors, qualified researchers with a proven record of achievements. Lecturers and students also play an important role in our research. The AUAS has numerous professorships and research programmes keyed to current issues and labour market demand in Amsterdam and the greater metropolitan area.

Priority areas

The AUAS currently has four designated priority areas for research:

- Amsterdam Creative Industries
- Urban Management
- Urban Technologies
- Urban Vitality

Alongside these priority areas, the AUAS has also singled out two additional themes of focus: Urban Education and Entrepreneurship. The priority areas go beyond the multidisciplinary and School boundaries, seeking cooperation across a range of fields to resolve metropolitan, economic and social issues.

COLLABORATION

Intensive collaboration with the UvA

Since 1998, the University of Amsterdam (UvA) and the AUAS have been working closely together to offer students in Amsterdam a targeted and differentiated range of higher education degree programmes. Over the years, this collaboration has grown in scale and intensity. It concentrates in particular on facilitating existing and prospective students and maximising their study success. We are achieving this through the promotion of a clearly defined set of complimentary programmes, clearer guidelines and academic counseling for students, and a wider and more substantial range of transfer options. More recently, collaboration in research has become more pertinent. The UvA and AUAS share a joint Executive Board responsible for the general management of both institutions.

Amsterdam Academic Alliance

The Amsterdam Academic Alliance is a partnership between the AUAS, the UvA and VU University Amsterdam (VU) created to explore avenues for intense collaboration both with each other and with other higher education institutions in Amsterdam.

The Alliance has focused on developing differentiated Bachelor's degree programmes and on fostering collaboration in Master's education and scientific research. The goal of the Alliance is to establish Amsterdam as an international knowledge hub and to make valuable contributions to the knowledge economy and to finding solutions for challenges facing the world today. Furthermore, a city with higher education institutions represents an attractive location for innovative entrepreneurship.

Amsterdam Economic Board

As a member of the Amsterdam Economic Board for the Amsterdam metropolitan region, the AUAS has joined forces with the UvA, VU, the government and various knowledge institutions and businesses to strengthen and promote innovation in the city. The mission of the Board is to maintain and strengthen the region's long-term welfare and prosperity through a 'triple-helix approach' in which the government, knowledge institutions and the business community join forces to boost growth, innovation and collaboration. The AUAS, UvA and VU are represented and closely involved in the Board's key clusters and themes.

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