



Northumbria's first cohort of MBA students in Amsterdam

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MBA students converge on Amsterdam campus

Northumbria University's new campus in Amsterdam has welcomed its first students as part of an MBA study programme.

The 12 students from Northumbria, and partner institution Amsterdam University of Applied Sciences (AUAS), were invited to the Campus to take part in a real-life project to develop branding ideas for a new product planned for the automotive sector.

Following an ‘international sandpit’ format, the event was designed to generate innovate ideas and encourage team learning. It was supported by thought-provoking industry speakers and an Agency brand manager responsible for the product launch.

Robert De Boer, Director of Northumbria’s Amsterdam campus, said: “This live project provided the students with an experiential learning opportunity that enhanced their critical and innovative thinking through a complex real-world business challenge. Some of the high-quality ideas generated by the students will be utilized in the actual product launch.”

The workshop was a partnership between Newcastle Business School, Northumbria University’s School of Design and the AUAS School of International Business (AMSIB).

Northumbria’s partnership with AUAS brings together two universities with shared values, a commitment to quality, research-informed teaching and creating the best possible learning experience for students. Masters courses in both Business and Project Management have also started this year at the new campus. Further collaboration including undergraduate courses, exchange programmes and research partnerships are also being developed.

Academics involved in the international sandpit event included: Angela Mazzetti, MBA Programme Leader; Mark Bailey, Director of Learning and Teaching Industrial Design; Michele Rusk Associate Professor Innovation and Entrepreneurial Research; Justine Carrion-Weiss, Innovator in Residence, and John Sterk, Dean of AMSIB.

For more information please visit www.northumbria.ac.uk/amsterdam

Northumbria is a research-rich, business-focused, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call 0191 227 4604.

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