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SRH Fernhochschule
Applied AI Summer School in Haarlem, NL 2025 | 07.-11.07.2025

SRH International Experience: Generative AI for Business Transformation

Contact:

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hosted by



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Haarlem University
of Applied Sciences

Programme

Date: 07-11.07.2025

Number of Participants: Minimum 12* – Maximum 20

Language: English

Deadline for registration: 02.05.2025

Why Join Our Generative AI Summer School?

Your Benefits at a Glance

- Gain future-ready AI skills to stand out in today's competitive job market.
- **Affordable and accessible** – join us for a full week of learning and hands-on experience.
- International summer experience at our sister university **SRH Haarlem** in the **Netherlands**, with a focus on global business perspectives and networking.
- **Practical insights and projects** that directly prepare you for AI-driven careers in marketing, design, customer service, and beyond.
- Learn from a leader in innovation – **benefit from SRH's expertise in cutting-edge AI** education and forward-thinking programmes.
- For Bachelor students: **Earn ECTS** for the module 'Theory-Practice Transfer' or the module 'Business in English'. For Master students: Receive a certificate of attendance

Limited PROMOS scholarships from DAAD available to sponsor travelling and accomodation up to 525€. Interested? Check our website for details.



Generative AI for Business Transformation

Programme Content

Sun, July 6th

Arrival in Haarlem, NL

Mon, July 7th

Introduction to Generative AI and Its Business Implications

Accompanying programme: evening city tour around Haarlem

Tue, July 8th

Generative AI for Marketing and Sales

Accompanying programme: evening city tour around Amsterdam

Wed, July 9th

AI in Product Development and Design

Accompanying programme: evening at free disposal

Thu, July 10th

Generative AI in Operations and Customer Service

Accompanying programme: evening at the sea in Zandvoort

Fri, July 11th

Ethical Considerations and Long-Term Business Strategy

Final Project:

Designed to wrap up all the knowledge and skills gained throughout the course into a comprehensive business strategy.

Course fee

Participation fee 995€ excl. costs for travelling, accomodation, food and excl.ChatGPT plus licence for 1 month.

* Our programme is subject to change.

**If the minimum number of participants is not met by 26.05.2025, the university reserves the right to cancel the event. Participants are advised to plan their travel accordingly.

Summer School offered exclusively for SRH Fernhochschule students

