

Internships and Professional Assignments

Geo Media & Design

Working with HAS University of Applied Sciences

HAS University of Applied Sciences is one of the Netherlands' leading higher education training and expertise centres for the agricultural, food and green development sectors, with campuses in Den Bosch and Venlo. We pride ourselves on how we train and educate our students in the fundamental principles of: creating value, sustainability, entrepreneurship, internationalisation and talent-based learning.

Apply our experience and expertise to resolve your business problem

At the HAS, we have a strong marketing ethic and close business ties. For years, our experience and expertise have helped resolve dilemmas in organisations across the sectors we serve. Does your company have a burning question that needs solving within a pre-set timeframe? HAS undergraduates can help!

Win-win

We aim to give our students as much practical experience in their field as possible, and a real taste of the business in which they aim to work. Working on your project helps the students to gain additional hands-on experience while at the same time sharing their recently acquired skills and knowledge of the latest insight in the sector.

1½ year's practical training

HAS students work on practical assignments from the very first year of their course. Various field trips and company visits are followed by a short work placement in the final term of the first year. In their third year, students go on 2 longer work placements totalling 30 weeks. Either or both of these placements takes place outside of the Netherlands. In the fourth year HAS students graduate after submitting a business project which they work on for 20 weeks. The business project involves a team of students, supervised by teaching staff and advisers working on a specific issue or problem for an organisation. By the time they graduate, our students will have spent around 1½ years in the field.

Practical passion for their chosen field

At the HAS University of Applied Sciences, 3,800 full-time students follow 16 courses. Our small-scale university is characterised by the practical passion of our students and staff for their profession. It is this passion, combined with the valuable practical skills and talents acquired and developed at HAS, that enables our students to tackle real-life problems.

Courses at Den Bosch campus

- Animal Husbandry & Animal Care
- Applied Biology
- Business Administration & Agri-foodbusiness
- Environmental Innovation
- Food Innovation
- Food Technology
- Geo Media & Design
- Horticulture & Arable Farming
- Horticulture & Business Management
- International Food & Agribusiness
- Spatial and Environmental Planning

Courses at Venlo campus

- Applied Biology
- Business Administration & Agri-foodbusiness
- Business Management in Agriculture & Food
- Food Innovation
- Healthy Living

Geo Media & Design

Geo Media & Design is a new study programme offered at HAS University of Applied Sciences. During the 4-year bachelor's programme, students use perception of space and location to clarify economic, social and sustainability issues. Geographical thinking plays a key role, as do knowledge of geo-data, geo-IT, graphic design and new media. Geo Media & Design students learn to use innovative and creative approaches to clarify developments, trends and complex processes.

A Geo Media & Design student is a future professional who:

- Is familiar with the wide range of applications possible with geo-information, and in particular in the fields of environmental management, agriculture and spatial planning in urban and rural environments
- Understands the process of data collection and data management, analysis and visualisation
- Focuses on finding the right solution: students learns to select and evaluate data and apply technological

solutions to suit the client's needs and requirements

- Is innovative, entrepreneurial and can work effectively in a project context

Geo Media & Design is creating new connections, linking geography to user interfaces, geo-data to apps, and spatial issues to new media. This mix is leading to innovative applications in many fields, including IT, regional development, research, marketing, policy, water and recreation.

	Term 1	Term 2	Term 3	Term 4
Year 1	Mapping Natural Hazards	Urban focus	Climate empowerment	Dynamic Landscape
	Coaching			
Year 2	Work Experience Placement	Data Driven Design	Smart Regions	Naturally Geo
			Geo Trends	
	Coaching			
Year 3	2 Internships, 1 abroad			Minor
	Coaching			
Year 4	Business & Consultancy Specialisation: Analyst or Designer or Engineer		Professional Assignment	
	Coaching			

Work Experience Placement

(2nd year)

In their first year studying Geo Media & Design, students focus on acquiring knowledge and developing skills. Modules regarding geography, data, research, design, communication and Geo-ICT. This broad foundation is followed by a practical Work Experience Placement at the start of second year, when students spend 10 weeks taking part in a work experience internship, to witness what they learned reflected in practice, whilst at the same time making an active contribution to their host business.

What can you expect from a Work Experience student?

The orientation Placement is meant for the student to observe and to participate in your organisation. The student will gain an understanding of the major aspects of your business operation: the flow of goods and finance; knowledge of your products and services; details of your clients; your style of business and your PR. The aim of the Work Experience Placement as far as the students are concerned is:

- To understand the company's business operations regarding the deployment of personnel, equipment and materials in the working area of Geo, Media and Design.
- To critically observe, register, analyse and report
- To develop their own self-initiative, societal awareness and social skills
- To understand the company's position/role in its environment

What will your organisation get from the Placement?

Organisations offering work experience Placement can expect a student with a positive and motivated attitude, eager to be an active member of the team and pull their weight. Your student will also have an inquisitive mind towards both your organisation and the sector in which you operate. Some of our mature students already have considerable work experience before they join the course. As far as the other students are concerned, what they lack in experience they more than make up for in enthusiasm and energy. All our students benefit from the latest expertise in Geo Media & Design and may even bring you new insights and tips.

Characteristics of a Work Experience Placement

- The student is responsible for finding their own placement
- The student is allocated a supervisor from within your organisation
- The supervisor is responsible for the day-to-day support in your organisation and gives their opinion during the placement regarding the quality of the assignments and the student's performance
- In addition to your own supervisor, the student will also be supervised by a lecturer from the HAS
- During the placement, the student may host a visit from the HAS supervisor and fellow students from the HAS
- During the placement, the student must attend an internship review day at the HAS
- During the placement, the student is allocated a workstation in your organisation and sufficient time to work on their report



Project Internships in the Netherlands and Abroad (3rd year)

During 2 Project Internships in their third year, students actively apply the theoretical knowledge in practice. Project Internships last a total of 30 weeks, and one must take place outside of the Netherlands. During both internships, students work on solving a business problem (in an in-depth assignment) and the emphasis is on increasing knowledge and developing skills.

What can you expect from the student?

During the internship period, the student is required to independently carry out one or more in-depth degreelevel assignments. In-depth assignments enable students to specialise in their chosen field. Students also get to know the corporate culture and structure. The international internship broadens the students' horizons, improves their language skills and teaches them how to live and work in a different culture.

The Geo Media & Design in-depth assignments need to cover one or more of the following areas:

- design of applications en visual images
- spatial analyses
- geo-ict
- working with geographic data

Of course it is possible to link any of these areas to a specific question your organisation may have, or research you may want carrying out. The assignment takes up a minimum of 50% of the internship. During this time, the student's tasks include drawing up a plan, preparing a concrete product or service and giving a presentation of their conclusions of their time with your organisation. The in-depth assignment must provide you with a satisfactory end product.

What will your organisation get from the internship?

A Project Internship offers your organisation the opportunity to have a young prospective professional work on a specific assignment, drawing on the latest Geo Media & Design expertise they have acquired. Students contribute new insights to projects and processes. And you will discover the potential benefits of having a Geo Media & Design professional on your team.

Examples of Project Internships:

- Geography

A GMD student carried out a spatial analysis for a technical research company in to how water in the basin of a river in Chitwan-Annapurna (Nepal) can be distributed better. This research should ultimately lead to a significant reduction in the drought and flooding in the area each year.

- Designing a digital atlas

During an internship for the municipality of Eindhoven, a GMD student designed a digital atlas to illustrate the different types of land in the municipality (e.g. soil composition, ground water, soil quality and space shortages) for a wider public. With the help of this atlas it's possible to create interactive maps, images, photos and text.

- Programming an interactive map

For a hardware and software developer in Berlin, a GMD student designed and developed an interactive map using various programming languages: Javascript, HTML and CSS. The map was based on the student's own analysis of the advantages and disadvantages of the different options, depending on the target user group.



Characteristics of the Project Internship (10, 15 or 20 weeks)

- The student is responsible for finding an internship position
- The internship agreement only becomes definite once the student has met all the requirements set by the university and the assignment has been approved by the supervising lecturer
- The student is allocated their own work space with the necessary facilities and is given sufficient time to work on the internship report
- This supervisor gives their opinion during the placement regarding the quality of the assignments and the student's performance
- In addition to your own supervisor, the student will also be supervised by a lecturer from the HAS
- The HAS supervisor is in contact with the student and is always available to answer questions
- During internships in the Netherlands, there is one opportunity for the HAS supervisor to visit your organisation to discuss the student's progress
- During an internship in the Netherlands, the student may attend an internship review day at the HAS
- During the internship, the student is allocated a suitable workstation in your organisation
- During the internship, the student is given sufficient time to work on their report

Professional Assignment (4th year)

Students at the HAS University of Applied Sciences graduate after completing a Professional Assignment. This has a different structure to a work placement or internship and is related to the specialist domain chosen by students, who carry out the assignment as a team under the supervision of a project leader from the university.

What can you expect from final year Geo Media & Design students?

Final year students operate as young professionals in a project team of 2 or more students from Geo Media & Design or another HAS study programme relevant to your research question or problem. Your company can expect students with an independent and decisive attitude, who will be assessed on their expertise and professionalism as well as their performance within the team. Students have in-depth knowledge of the Geo Media & Design domain and are able to tackle complex problems in a team or independently. They are also able to apply functional and technical design techniques and produce a visually attractive solution. The graduation assignment allows students to further specialise in their chosen field.

What will your organisation get from the assignment?

As a client, you can expect results of the assignment to be based on all the necessary professional input in terms of expertise and time. Moreover, by choosing to work with tomorrow's professionals, you benefit from excellent value for money.

HAS Knowledge Transfer and Training

The organisation and coordination of Professional Assignments is the responsibility of HAS Knowledge Transfer and Training. They are also responsible for ensuring students comply with agreements made, including the confidentiality of all project information and the results. Students are supervised by an expert in the field, who is the first point of contact and is ultimately responsible for the team performance.

Each year businesses and other organisations approach the HAS University of Applied Sciences with more than a thousand queries of all sizes and topics, including nutrition, agribusiness, the environment, green development, crops and animal production. The scope and complexity of these queries vary from a work placement of a couple of weeks to extensive research, and from a market analysis, to the development of an innovative technological application. The majority of the assignments are carried out under the auspices of the HAS Knowledge Transfer and Company Training. HAS students currently complete around 160 company assignments a year.

You will find example of company assignments on the HAS Training & Consultancy, www.haskennistransfer.nl/onderzoek-advies (only in Dutch).



Characteristics of the Professional Assignment

We enter into a performance commitment with respect to the defined company assignment. In addition, there are a couple of things that are important for the student in order to ensure they have the space they need to be able to apply their skills and expertise in your organisation.

- Students would like to know in advance whether the assignment is to be carried out within your organisation or if it will be possible to work from the HAS University of Applied Sciences. If the assignment is based in your organisation, we would ask you to provide the student with a suitable work place.
- The student is available to work on your company assignment for 40 hours a week for a period of 20 weeks. In addition to completing a graduation assignment, every student must also take a number of additional subjects related to competence development.

Discover how Geo Media & Design students can help your organisation

What kind of organisations are we looking for?

Geo Media & Design students need to learn how geoinformation is collected, managed and used (analysis and visualisation). Suitable internship organisations are part of the geo-information chain, for example: collection (e.g. surveyors), management and use (e.g. government authorities) or visualisation (e.g. mapping agencies). Geo-IT companies (software suppliers, app builders) may also offer internships and assignments that involve application development.

A successful internship depends on:

- Innovative organisation, interested in young professionals.
- Adequate facilities that meet the needs of the Geo Media & Design study programme (such as access to geoinformation, infrastructure, visualisation software and data)
- A willingness to help shape the content of the internship

Offering an internship post

If you have an internship post available, please contact the course internship coordinator, Tom van Duijnhoven. He will assess the suitability of your internship assignment and bring it to the students' attention. Students are responsible for setting up their own internships and so will contact you personally. Unfortunately we are unable to guarantee the availability of students for a particular internship or project.

Tom van Duijnhoven (Internship Coordinator)
T +31 (0)88 890 3213 • E T.vanDuijnhoven@has.nl

Offering a Professional Assignment

If you have a challenge HAS students might be able to help you with, why not contact us to discuss the different possibilities. We will assess the nature of the assignment and advise on the best way to approach it. Please contact the HAS Knowledge Transfer and Company Training team.

T +31 (0)88 890 3637 • E haskennistransfer@hasdb.nl
www.haskennistransfer.nl

Field trips and company visits

By maximising cooperation with our external contacts, HAS University of Applied Sciences is able to ensure that our students are fully prepared for the real world of business. In addition to Internships and Graduation Assignments we are therefore also keen to hear from organisations willing to host field trips, company visits or perhaps give a guest lecture.

Geo data lab

The GeoLab is a unique setting established by HAS University of Applied Sciences for use by organisations active in Geo Media & Design. This innovative environment is fitted with the latest facilities and offers your organisation the opportunity to have innovative practical research carried out by an enthusiastic team of lecturers, project members and highly motivated students. Examples include testing interfaces, developing new areas of application and designing new tools.

The GeoLab is in collaboration with Datalab Agrifood. Data scientists (including from the Jheronimus Academy of Data Science), IT specialists (from Avans), HAS universities of applied sciences and in the Agrifood business work together on various projects in this purpose-built physical and virtual environment. Big data is translated into practical information and visualised, so it can be used in your organisation.

For collaboration possibilities with Geo Media & Design, contact: Marien de Bakker
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Password: Future

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