

FREEZING WEEK 2015



1st International Workshop Week for Teacher Exchange
in Business Administration, Business IT & Entrepreneurship
Häme University of Applied Sciences (HAMK), Finland
9 – 13 February 2015

Invitation

Dear partner,

Welcome to our 1st International Workshop Week for teacher exchange in Business Administration, Business IT and Entrepreneurship, FREEZING, which will be held on 9 - 13 February 2015 in Hämeenlinna, Finland. February should be the best icy winter time in Finland, so break the ice and participate! Bring your expertise to our students and international colleagues.

We will focus on Business Administration, Business IT and Entrepreneurship. This teaching mobility can be financed by ERASMUS+ through your institution's International Office, provided there is an Erasmus+ agreement between HAMK and your university. During the week, 8 hours of teaching is required. You will give lectures, take part in workshops, get to know Hämeenlinna and Finland and also present your university.

We invite you to choose one of the focus themes according to your field of expertise. Depending on the themes and your interest, you can use diverse teaching methods such as:

- give theoretically- or practically-oriented lectures,
- participate as a chair/adviser in students' project workshops
- participate in discussion forums with the students and colleagues
- on-line learning
- or something else

Additionally, we offer a key note presentation, an option to attend a "Pitching Competition" and the students' "Trade Fair" and meetings with the international colleagues for developing international teacher exchange, and research and project collaboration.

The social events of the week will include an inspiring get together party on Monday evening, Hämeenlinna sightseeing on Wednesday, farewell dinner on Thursday. On Friday concluding remarks will highlight the week and give new prospects for the future.

Now it is the time to mark down in your calendars the dates
9 - 13 February 2015.

Online registration is now open at the address: FreezingRegistration.
For updates, check our website www.hamk.fi/freezingweek2015

For further information, do not hesitate to contact our assistant Ms Tiina Saivo
at tiina.saivo@hamk.fi, tel. +358 40 7514051.

We look forward to meeting you in HAMK Hämeenlinna in February.

Best regards on the behalf of the organising team,



Dr Ulla Bard
Dean
Häme University of Applied Sciences (HAMK)
School of Entrepreneurship and Business

THEMES

Business administration

- Business Culture & Etiquette
- Product and Service Management
- Business Communications
- Innovation
- Doing bachelor thesis
- Strategic Management
- Taxation
- Financial Statement
- Accountancy

Business IT

- ERP Systems
- Big Data
- Web Development
- Programming
- Virtualization and Clouds
- Mobile Technologies
- Game Design
- Other cool subjects

Entrepreneurship

- How to teach business modeling?
- How to teach value proposition design?
- How to teach risk taking?
- How to teach networking?
- How to teach decision making?
- How to teach failure and success?
- How to teach customer creation?
- How to teach developing minimum viable business product?