

SeAMK Summer School 2017

BETTER BUSINESS BY DESIGN

Study in Finland - Many Experiences Await!

How about joining an intensive study programme and experiencing summer in the Land of the Midnight Sun?

SeAMK Summer School 2017 'Better Business by Design' makes this possible. The programme focuses on using innovative thinking to create new products and services. Ideal for future business professionals and students from various fields of hospitality and culture industries.

- Length of the programme: 5 to 8 ECTS credits
- Study trips and company visits
- Free time activities

Part 1 (22 May - 2 June 2017) Service Design, in total 5 ECTS

- Designing Profitable Customer Experience, 3 ECTS
- + 2 ECTS from one of the following options:
- Visualization Tools in Practice, 2 ECTS
 - Event and Experience Management, 2 ECTS
 - Doing Business in the Nordic Countries, 2 ECTS

Part 2 (5 June - 9 June 2017) Innovation Workshop, in total 3 ECTS

- Designing Profitable Concepts, 3 ECTS

FOR FURTHER INFORMATION:

www.seamk.fi/summerschool



Study programme highlights

- Topical and engaging courses taught by Finnish and international professionals
- Multinational group of students
- Aimed for students interested in business, hospitality and/or culture industries

What else is there to experience?

- Nordic nature with its white summer nights
- Plentiful opportunities for outdoor activities
- Finnish cultural heritage and local sights
- Company visit
- Trip to Umeå, Sweden (extra fee)

The campus

- Campus within walking distance to the city center
- Library: excellent supply of traditional and e-material
- Computer services: WiFi, free access
- Modern teaching facilities

Accommodation

Accommodation is organized in student dormitories at a short walking distance (1 km) from the main campus. Separate fee. See www.marttilankortteeri.fi >> in English.

Student registration

Please register online at www.seamk.fi/summerschool. Registration is open from 1 November 2016 until 31 March 2017.

