



# On Top of the World

## 北极圈冬季学习项目

2016 Winter Study Session

Nordic Innovation, Creativity and Entrepreneurship  
北欧创新·创意与创业

University of Oulu  
芬兰奥卢大学

OULUN YLIOPISTO  
UNIVERSITY of OULU





# Program Content

## 项目内容设置



# 70%

## Study Session

- Lecture
- In-class group task
- Elevator Pitch
- Group presentation
- And more



# 10%

## Nordic Challenges

- Winter sports learning
- Finnish sauna
- Finnish-Chinese food party
- Visit to Santa Claus village
- Visit to Arctic Circle
- And more



# 20%

## Cultural Events

- Program covers three northern European countries (Finland, Sweden, Estonia)
- Study tour in Oulu, Helsinki, Tallinn and Stockholm
- And more

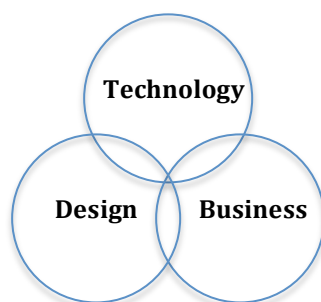
成功完成所有课程和项目活动的同学将获得芬兰奥卢大学冬季学习项目证书 (AACSB 认证) 和 5 个欧盟标准学分 (5 ECTS)。

## Program Schedule

Day	AM	PM	Location
1	Departure from Shanghai	Arrive in Oulu, check-in	Oulu, FIN
2	University visit	City tour & Welcome dinner	Oulu, FIN
3	Study session	Study session	Oulu, FIN
4	Study session	Study session	Oulu, FIN
5	Study session	Study session	Oulu, FIN
6	Study session/Company visit	Study session/Company visit	Oulu, FIN
7	Study session	Study session	Oulu, FIN
8	Visit to Arctic Circle	Visit to Santa Claus	Lapland, FIN
9	Leave Oulu	Arrive in Helsinki	Helsinki, FIN
10	Study tour in Helsinki	Study tour in Helsinki	Helsinki, FIN
11	Ferry trip to Tallinn	Ferry trip to Tallinn	Tallinn, EST
12	City tour in Tallinn	City tour in Tallinn	Tallinn, EST
	Day 13-Day 16 Optional Culture tour in Stockholm, Sweden (With extra fee of 300 euro/person)		Sweden
16	Arrive in Helsinki	Flight to Shanghai	Helsinki, FIN
17	Arrive in Shanghai	N/A	Shanghai, CN

## 项目选拔对象说明

从诺基亚到愤怒的小鸟，从北欧设计到可持续能源的研发，创新，创意和创业精神是如今北欧领先于世界的三个根本。这三个根本适用于任何专业和领域，也是未来人才所必须具备的竞争力。所以我们希望这次冬季学习项目的参与者是来自不同专业背景的优秀学生。我们希望能通过这次项目将科技 Technology, 设计 Design 和商业 Business 在世界之巅的北极完美的结合。



项目参与者由芬兰奥卢大学在中国的合作伙伴院校进行选拔。项目选拔面向各专业的本，硕，博学生及学校教学科研人员。

### Study Session Theme:

Nordic Innovation, Creativity and Entrepreneurship

北欧创新,创意与创业

**Location:**

University of Oulu (<http://www.oulu.fi/>)

Business Kitchen Oulu (<http://www.businesskitchen.fi>)

**Study Session Format:**

Lecture, In-class group tasks, Seminar, Workshop, Group presentations

**Study Session Tasks:**

1. Participants will be divided into 3-4 groups.
2. During the study session, lecture participation is obligatory. Professors and lecturers are invited from the University of Oulu, Oulu City Government and well-known companies in Finland and Scandinavia.
3. Based on the education background of participants, each group will receive a task and shall complete the task within the given time in workshop.
4. By the end of the study session, each group shall present their study and group task results. The presentations will be evaluated as the final grade.
5. Participants that complete the study session will be awarded certificate and study credits 5 ECTS.

(Details will be introduced on 2<sup>nd</sup> Day of program)

**Facilities:**

- Free high-speed Wi-Fi Internet.
- Free study and group work facilities.
- Other supports.
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**Lecture Topics:**

*Lecture 1. Finnish Creative Industries and Development*

*Lecture 2. Innovation and Entrepreneurship*

*Lecture 3. GS3D: Software, Systems and Services Development in the Global Environment*

*Lecture 4. GS3D: Nordic Gaming and IT Development: "What happens after Nokia?"*

*Lecture 5. Internationalization Processes of Finnish and Nordic Firms*

*Lecture 6. Finnish Design and Innovation*

*Lecture 7. International Entrepreneurship and Innovation*

*Lecture 8. Doing business in Finland and Nordic countries*

*Lecture 9. Introduction to Finland and Northern Europe*

*Lecture 10. Student Entrepreneurship: Case of SES*

*Lecture 11. "Angry Birds?" - Finnish Start-ups*

*Lecture 12. "Polar Bear Pitching" – How to Present Your Business to Investors?*

*Lecture 13. "Start-up Simulation" – Let's Start a Venture in Europe!*

*Lecture 14. Finnish Design – Case Studies of Finnish Brands*

*Lecture 15. "China in Europe" – Chinese ODIs*

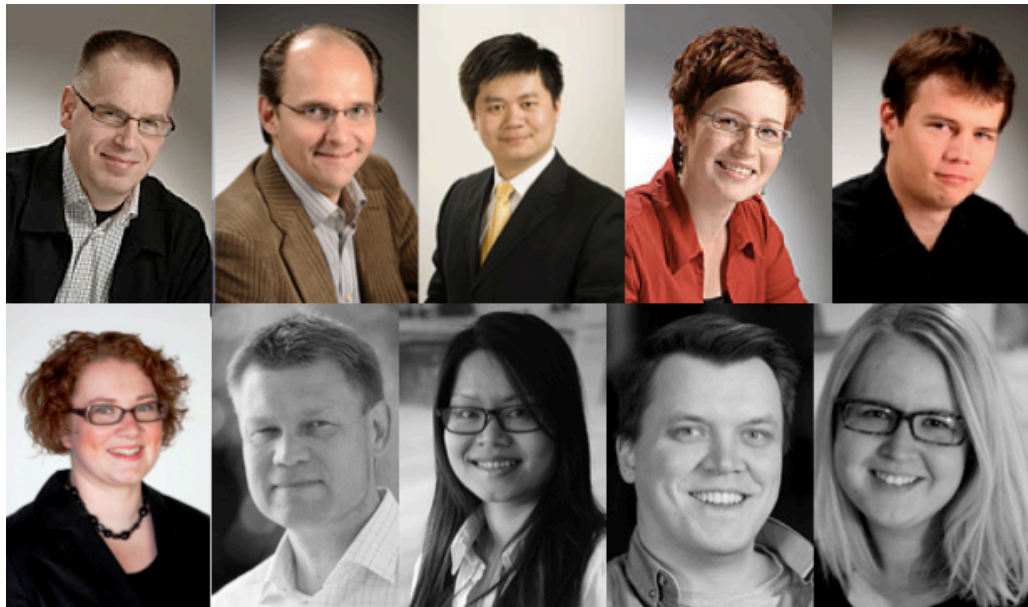
\* The lecture/workshop topics will be selected from above list.

**Lecturer List:**

Prof. Petri Ahokangas (DSc. Econ)

Dr. Johanna Bluemink (DSc. Ed)  
Ms. Marianne Kinnula (DSc. Tech)  
Dr. Xiaotian Zhang (PhD. Econ)  
Dr. Antti Kauppinen (DSc. Econ)  
Dr. Jan Hermes (DSc. Econ. Cand)  
Dr. Lauri Haapanen (DSc. Econ. Cand)  
Dr. Anit Juho (DSc. Econ & Bus. Adm)  
Ms. Anne Sorvari (MSc)

\* The lectures and workshops will be given by lecturers from, but not limited to above list. Organizers may invite company owners and other entrepreneurs to share their experience.



**Notice:**

Participants are suggested to bring personal laptop with them in order to conduct group tasks and study works.

**Other Activities:**

During Study Session, students may participant at other activities as following, if any:

- 1) Presentations from Finnish Start-ups and companies (Companies: Skype, ASMO, Frozen Vision, DEMOLA, Quum International, BCG, etc.)
- 2) Business Kitchen public events
- 3) University of Oulu student public events
- 4) Winter sports learning (ski, snowboard, etc.)
- 5) Enjoy Finnish sauna

**Conclusions:**

University of Oulu staffs will evaluate final presentations of each group. Certificate will be awarded by University of Oulu officials to each participant.

## **Program fee: 1890 euro/person**

(Extra fee 300 euro/person for optional cultural tour in Stockholm, Sweden)

The program fee includes:

- Lecture fees (including study materials if any)
- Company or governmental organization visits (according to detailed program)
- Sightseeing (according to detailed program)
- Accommodation
- Airport-hotel pickup, ferry harbor-hotel pickup, rental bus to Lapland
- Ferry tickets and accommodation on ferry if any
- Reception services
- Tour guides (in all cities mentioned in the program)
- Welcome dinner
- Program certifications
- 5 ECTS

The cost does NOT include:

- Flights (Shanghai-Helsinki-Oulu, Oulu-Helsinki, Helsinki-Shanghai)
- Visa fees
- Travel insurance
- Meals
- Local bus tickets
- Any other costs not related to the official detailed program

Accommodation:

2-3 person/ standard room in hostel or hotel.

Shared-standard cabin room on ferry trips if any,

Picture of possible accommodations. In case of highly booked season, students shall be accommodated in similar quality hotel/hostel.



**Program Contact Person:**

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Oulu, Finland

