

GOTLAND UNIVERSITY

Stellan Sundh

Communicating Entrepreneurship in the Baltic Region

A summer course at Gotland University, 2010

Gotland University offers a course in cross-cultural communication and entrepreneurship for the summer 2010. The course is of 7,5 ECTS and comprises two weeks of compulsory studies in Visby in August 2010 and net-based studies during the other eight weeks of the course. The official starting date is June 7th and the course ends on August 27th. The course is carried out in cooperation with the Nordic Council of Ministers' Office in Estonia. The course is of 7,5 ECTS and is ten weeks long.

Application:

Students with good proficiency of English are welcome to apply and the formal requirements are general eligibility for university studies and a good command of English.

Scholarships:

There will be 12 scholarships available for participating at the summer course, financed by the Nordic Council of Ministers within the framework of the project "Communicating Entrepreneurship in the Baltic Sea Region", initiated by the Nordic Council of Ministers' Office in Estonia.

The scholarship of the Nordic Council of Ministers covers travel expenses and board and lodging during two weeks in Visby. There are 12 scholarships available for students from the above mentioned project and from the participating countries: Estonia (3 students), Finland (2 students), Latvia (2 students), Lithuania (2 students) and Russia (3 students). Students from Pskov, Pärnu, Seinäjoki, Viljandi should be given priority due to their participation at the project "Communicating Entrepreneurship in the Baltic Sea Region". These 12 students are selected and admitted to the course in cooperation with the Nordic Council of Ministers' Office in Estonia. For further information about the scholarships and the project, please contact Head of the Office Carita Pettersson, Tallinn carita.pettersson@norden.ee or Madis Kanarbik, Tartu madis.kanarbik@norden.ee

Other students from e.g. Russia, Latvia, Finland, Sweden and France, as well as other countries are welcome to apply at www.studera.nu and find other means of funding or cover travel and board and lodging themselves. Swedish students from Uppsala University should be given priority due to the agreed cooperation between Uppsala University and Gotland University.

Schedule:

The detailed outline and further information about the course will be available in February 2010. Three phases can be identified in the schedule:

Net-based preparatory studies at home. June 7 to August 6: Preparations and studies at home universities. (corresponding to 80 hours of studies). The instructions for these studies can be made available in April. Students are requested to have contacts with the help of net-based communities prior to arrival in Visby.

Summer course in Visby. August 9 to August 20: Lectures, seminars and study visits at Gotland University (two weeks' full time studies). "The medieval week" on Gotland is August 9 – 13 which is an event that will be integrated in the summer course with the help of field studies.

Net-based follow-up studies at home. August 23 to August 27: Final reports and summing up at home universities (corresponding to 40 hours of studies) are to be completed. Students are requested to have contacts with the help of net-based communities after departure from Visby.

Certificate

Upon completion of the course, students may receive a Certificate from Gotland University.

Lecturers:

Stellan Sundh, Bengt Jönsson, Anastasia Maria Muri and Magnus Larsson. Additional guest lecturers may be asked to contribute.

Course content:

intercultural communication, entrepreneurship, tourism and events/festivals, starting your own enterprise, how to prepare for international meetings and encounters in the students' home countries, study visits on Gotland (Cementa, Vikingaby, Stafwa Gård, Kneippbyn, Baltic centre for Writers and Translators)

Outline of the course:

Entrepreneurship: three days

Intercultural Communication: three days

Enterprising on Gotland, including study visits: two days

Presentations of assignments and reports: two days

Assignments of the course

Four assignments (each one of 3 – 4 pages of typed text)

Assignment 1: Prepared in advance at home and sent to Gotland University. The instructions for Assignment 1 should be available in the beginning of May.

Assignment 2: Presented on arrival on August 9 at Gotland University.

Assignment 3: Presented prior to departure on August 20 at Gotland University.

Assignment 4: Prepared at home and sent to Gotland University

Course literature:

Study material of cultural assimilators, provided by Gotland University.

Browaeys and Price 2008 *Understanding Cross-cultural Management* Prentice Hall

Scientific articles on entrepreneurship, provided by Gotland University.

Accommodation and meals

Students are preliminary booked for accommodation in double rooms or rooms with up to six beds at the hostel Kanonen, Visby. There are reservations made for up to 33 students from August 9 to August 20. The price is SEK 195 per night and student (no meals). Approximate total cost per student is SEK 2730. Lunches can be organized at Gotland University (SEK 60 per day).

Travels

Students should be requested to organize their trip on their own. Students who are selected by the Nordic Council of Ministers' Office in Tallinn are to be reimbursed on arrival in Visby.

Social activities

Social activities from August 9 to August 20 will be partly organized.

Final programme

The final programme of the course and the social activities will be described at the website of the course before the start of the course.

Course director

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