

Winternational Week@KAMK

For staff and lecturers

01/2025 (liable for changes)

Tuesday 11 February 2025

8:15 – 9:00	Registration	Taito 1 building, door C
9:00 – 11:30	Opening of the Winternational Week Matti Sarén, President & CEO, KAMK What is the secret to Finnish happiness? Matti Heikkinen, Lecturer, KAMK The programme of the Winternational Week Getting to know each other Host: Kirsi Sievers	Taito 1 building, TA12L129
10:15 – 11:45	Lecture: European Economic Outlook Prof. Dr. Thorsten Neumann, Hochschule Neu-Ulm, Germany Host: Pia Kuittinen	Taito 1 building TA12L120
10:15 – 11:45	Lecture: Service Design Celine Leyes, Vives University of Applied Sciences, Belgium Host: Maarit Vuorinen	Taito 1 building TA11L156
12:00 – 13:00	Lunch break	
13:00 – 14:00	Campus tour Host: Juho Salminen	Tieto 1, door A
14:30 – 17:00	Belgian beer and chocolate tasting Lode Vanwildemeersch, Vives University of Applied Sciences, Belgium Host: Elina Jääskeläinen Get together Taste of Finland (snacks and refreshments) Host: Meira Kaikkonen	Tieto 2 building Kampusydän

Wednesday 12 February 2025

10:00 – 11:30	<p>BIP Workshop – How did we do it in Braganca Polytechnic University (IPB)?</p> <p>Discussion on best practices and developing ideas for collaboration with participants</p> <p>Sylwia Solczak Melo, Olena Dolid, Carlos Costa Braganca Polytechnic University (IPB)</p> <p>Host: Ruey Komulainen</p>	TA12L129
10:15 – 11:45	<p>Lecture: Inclusion of neurodiverse people in sport and leisure management Prof. Dr. Jessica Melzer, Westsächsische Hochschule Zwickau, Germany Host: Helka Leimu-Pelkonen</p>	Taito 2 building TA20L126
10.15-11.45	<p>Lecture: Developing Business Models Dipl.-Kfm. Univ. Karin Steiner Fachhochschule Kufstein Tirol Host: Elina Jääskeläinen</p>	Taito 1 building TA12L119
11:30 – 12:30	Lunch break	
12:30 – 13:30	<p>Mini Fair – introduce your university as an exchange destination! Host: Aino Sanders</p>	Taito 1, cafeteria Kaffe Tauko
12:30 – 14:00	<p>Lecture: Ambush Marketing in Sports Industry Prof. Dr. Manuela Sachse, Westsächsische Hochschule Zwickau, Germany Host: Ruey Komulainen</p>	Taito 1 building TA11L156
12:45 – 14:15	<p>Lecture: Belgian culture and chocolate tasting Lode Vanwildemeersch, Vives University of Applied Sciences, Belgium Host: Elina Jääskeläinen / Teija Vainikka</p>	TA12L103
13:00 – 15:30	<p>KAMK Project: Business Psychology Pia Kuittinen, Johanna Takanen, Tiina Huusko KAMK</p> <p>Business Psychology at Hochschule Neu-Ulm Prof. Dr. Johannes Basch</p> <p>Introduction and discussions</p>	TA11L159

14:30 – 16:00	Lecture: Service Design (topic TBA) Celine Leyes, Vives, University of Applied Sciences Belgium Host: Maarit Vuorinen	Taito 1 building TA11L156
16:00 – 20:00	Winter Swimming and Sauna (Flexible timing) Host: Meira Kaikkonen, Elina Jääskeläinen, Anna- Kaisa Korpinen Towels provided by KAMK. Bring your swimsuit! Snacks and refreshments	Departure from Taito 1 (cafeteria) Onnelanpolku 2, 87100 Kajaani (Master level students & All lecturers)

Thursday 13 February 2025

8:30 – 10:00	Lecture: Negotiations in the Context of Business Operations Prof. Dr. Maximilian Wolf, University of Applied Sciences Albstadt-Sigmaringen (Germany) Host: Ilias Avgeropoulos	Taito 2 building TA21L148
10:00 – 12:00	RDI workshop Mikko Keränen, RDI Director at KAMK Brief introduction to ongoing KAMK projects Discussions and best practices	TA12L130
12:00 – 13:00	Lunch break	
13:00 – 14:30	Optional: Visit to CSC Datacenter in Kajaani <i>“The world-class data management and computing environment in the data center is used to solve the most difficult problems known to science and to develop sustainability innovations.”</i> Host: Kirsi Sievers If you wish to join the visit, enroll by emailing to kirsi.sievers@kamk.fi by 5 February.	Leaving from Taito 1 building (Cafeteria) at 12:40. CSC Datacenter Tehdaskatu 15 P21
15:30 – 17:00	School of Health (open for all): Innovation workshop with Digital Health and Care Innovation DHI Scotland (project cooperation) - hybrid workshop	Taito 2 building, classroom TA20L152
17:30 – 20:00	Buffet dinner in restaurant Kisälli Host: Meira Kaikkonen	KAO Vocational College, Ketunpolku 4

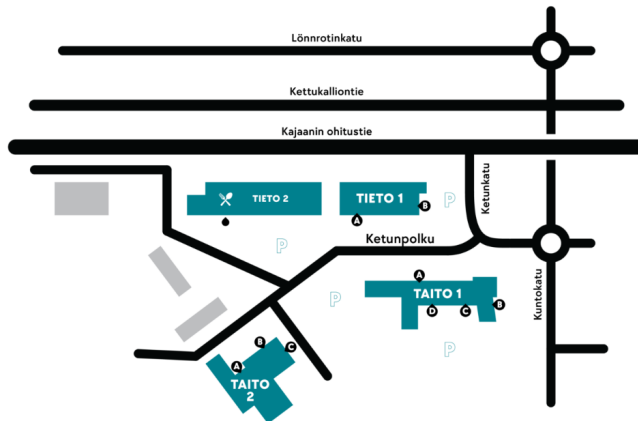
Friday 14 February 2025

12:30 – 14:30	Lecture: Diversity Management in HRM Prof. Dr. Paul Goldman Westfälische Hochschule Zwickau, Germany Hosts: Ruy Komulainen, Ilias Avgeropoulos	Taito 1 building TA12L119
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Kajaani University of Applied Sciences (KAMK)

Ketunpolku 1 a, Kajaani

KAMK Campus: <https://kamk.fi/en/about-kamk/explore-kamk/campus/>



kamk.fi/winternationalweek