

A young woman with long, wavy brown hair is smiling broadly at the camera. She is wearing a black and white horizontally striped polo shirt with a yellow collar. A pair of sunglasses is tucked into the front of her shirt. Behind her, a young man with short dark hair is also smiling. He is wearing a bright red polo shirt with a black diagonal stripe across the chest. The background is a bright, slightly blurred outdoor setting with green foliage and a blue sky.

# JAMK Summer School

Leadership, Service Design and Communication

3 - 23 JUNE 2022, JYVÄSKYLÄ FINLAND



# JAMK Summer School

3 - 23 June 2022, Jyväskylä Finland

## 1 Three weeks of Academic Adventure

JAMK Summer School combines high quality academic content with the possibility to join co-curricular social activities in the beautiful lake district of Finland. Start your on-ice-in-a-lifetime adventure and join the exceptionally international group of students and faculty for a three-week intensive Summer School programme in the heart of Finland.

## 2 Jyväskylä – The Shining City

You will have all the shops, restaurants and cafes within a walking distance and yet you will find wide-ranging possibilities for leisure time activities, such as hiking in the forests or national parks, biking, rafting, swimming, and various sports possibilities.

## 3 Discover your passion – in the Heart of Finland

Endless green nature, trees and lakes all around, white nights in the land of the midnight sun, peaceful surroundings in a lively and dynamic city of students. Join us for a truly exotic Scandinavian experience in one of the cleanest and greenest countries in the world. You will make unforgettable memories and friendships for life!

# Apply

1 March – 30 April 2022  
[jamk.fi/summerschool](https://jamk.fi/summerschool)



## Summer School Programme

# Leadership, Service Design and Communication

- Global Team Leadership
- Dynamic Creativity Management
- Ethics and Law for International Managers
- Psychology of Business Management
- Services Design
- Global Destination Branding
- Advanced Technologies in Engineering and Robotics
- Game Art & Design
- International Business Speaking
- Cultural, Sports and Tourism Events Planning

**Each course equivalent to 3 ECTS/Credits**

After completing the courses of your choice you will receive a transcript for the credits you have earned. You can choose 1-4 courses, earning max 12 ECTS.





## Excursions

# Discover the Neighbouring Counties

The study tours are an integral part of the programme as they enable students to explore interesting neighboring countries and experience many different cultures within a short time period. And why not make the most of your time in Northern Europe and continue your stay with a visit to any European country?



## Helsinki Weekend

**3 - 5 June 2022**

The Summer School experience starts with a weekend in our beautiful capital, Helsinki. Our student tutors will meet you at your arrival to Finland and guide and spend time with you and your fellow students in Helsinki. Professional tour guides will take you for a city tour and show the most interesting attractions and sights, such as the Senate Square, Helsinki Cathedral, Sibelius Monument etc. Helsinki is a modern city with half a million residents and yet full of history and small enough for you to get around easily. After enjoying the capital's summertime hustle and bustle, you can hop on one of our buses taking you directly to Jyväskylä.



## Welcome to Tallinn – The Times We Had.

**5 June 2022**

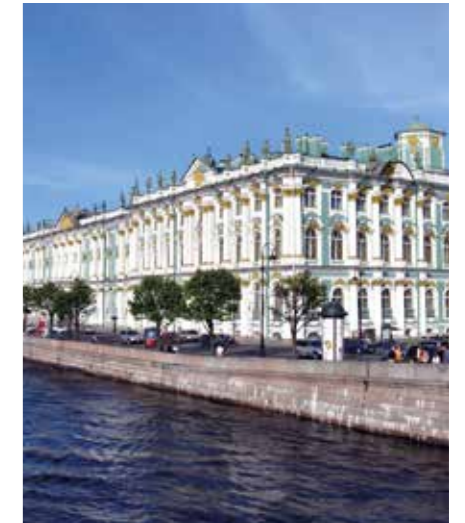
Tallinn – the Estonian Capital, is known for its medieval Old Town with places of fascinating contrasts. The city center boasts of beautiful churches and major landmarks nestled between modern high-rises. All sights are conveniently located a short stroll away from each other.



## Spend a Weekend in Stunning Stockholm, Sweden

**17 - 19 June 2022**

The beautiful capital of Sweden is built on fourteen islands surrounding one of the Europe's largest and best-preserved medieval city centres. The list of things to do in Stockholm is endless and there are more than a hundred attractions to choose from. You can visit the Royal Palace, amusement park, museums, parks, historical sites, go shopping or just walk around the beautiful Old Town, one of the foremost attractions in Stockholm, founded in 1252.



## Discover the Magic of Russia's St. Petersburg

**23 - 27 June 2022**

One of the world's most beautiful cities, St. Petersburg has all the ingredients for an unforgettable travel experience: high art, lavish architecture, the mysterious twilight of the White Nights, plus an extraordinary history and rich cultural traditions that have inspired and nurtured some of the modern world's greatest literature, music, and visual art.

# Social Programme

1

Traditional Finnish Summer Eve Experience at Varjola Estate



2

Cruise on Lake Päijänne



3

Various Sports Activities, Picnics, and Get-Togethers

## School of Business

# We Create Business Competence

JAMK School of Business aims to be one of the best schools of business in Finland, known for high quality in learning, practice-oriented research and internationalisation. JAMK Summer School is a multicultural and multidisciplinary learning environment with students and faculty from all around the world. The programme offers both bachelor's and master's level courses. You can find the descriptions for each course on our website: [jamk.fi/summerschool](http://jamk.fi/summerschool).

## Lively and Energetic JAMK

JAMK is a very energetic and lively environment with 8 000 students from 70 countries and 700 faculty and staff members. One can choose from 30 different degrees in the Schools of Business, Health and Social Studies and Technology. It is also possible to study at the School of Professional Teacher Education to gain a teacher's qualification.

# Let Jyväskylä Get You Inspired!

- a pocket size metropolis with a lively urban centre
- all services, shops, universities, schools and jobs are close at hand
- a wide variety of leisure and sport activities
- a modern centre for industry and learning
- population 137 000
- a beautiful city full of nature situated between lakes and hills

Check the hotel information and choices on our website:  
[jamk.fi/summerschool](http://jamk.fi/summerschool)



## Higher Education in Finland Sign of Quality

Finnish education system is quick to adapt to innovative studying methods and techniques. For example, problem-based learning has been in use in Finnish education institutions for many years. Teaching methods in Finland feature student centered teaching methods. The key learning ethos are interaction, collaboration, and exploration. A learning system characterised by a continuum of discussion, cooperation, and research forms a knowledge creation process that is distinctively Finnish.

Finnish higher educational institutions are notably autonomous but largely funded by the Ministry of Education and Culture. Therefore, the Ministry also oversees the quality of teaching carefully.

These efficiently managed institutions:

- react to the needs of the society, business and industry in their curricula and teaching
- provide a wide range of high-quality programmes in English for exchange and degree students
- give their students transferrable skills on which they can build their future both in academic fields and in the private sector job market

The institutions are small enough to operate functionally and effectively. They are all internationally oriented with special regional features, and one can choose from a variety of learning environments ranging from larger urban campuses to ones that are close to nature.





Tervetuloa!  
Welcome!  
Välkommen!  
Bienvenido!  
Bienvenue!  
欢迎  
Добро Пожаловать!  
ਸਵਾਗਤ ਹੈ  
الهللو الهأ

[www.jamk.fi/summerschool](http://www.jamk.fi/summerschool)  
JAMK School of Business  
JAMK University of Applied Sciences

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University of Applied Sciences