

**GLOBAL MASTER SCHOOL 18.11.-26.11.2017, Seinäjoki University of Applied Sciences, Seinäjoki**  
Preliminary Program of Intensive period of Global Innovation Strategy



Saturday 18.11	Sunday 19.11	Monday 20.11	Tuesday 21.11	Wednesday 22.11	Thursday 23.11	Friday 24.11	Saturday 25.11	Sunday 26.11
Student Arrival	10:00 ap.	9:00 ap.	9:00 ap.	9:00 ap.	9:00 ap.	9:00 ap.	9:00 ap.	Student Departure
	Welcome! Introduction lectures and course assignment Anne-Maria Aho	Lectures: Business Forecasting and Strategic Renewal Kirsti Sorama	Lectures: Digital Business Environment Perry Drake	Lectures: Service Business and Innovation Ville-Pekka Mäkeläinen	Lectures: International Business Ville-Pekka Mäkeläinen	Individual online exam	Preparation for presentation / Free time	
	Case company presentation Helatukku			Case Study: Digitalization Challenges Competencies Pia- Pauliina Mäntyselä				
	Lunch at SeAMK	Lunch in Komia	Lunch in Komia	Lunch in Komia	Lunch in Komia	Lunch in Komia	Lunch at SeAMK	
	Team Building	1 pm	1 pm	1 pm	1 pm	1 pm	2 pm	
		Lectures: Strategic Analysis Thomas Lauer	Company Visit: Kyrö Distillery Company	Lectures: Social Media and Digital Marketing Perry Drake	Project Coaching by the Helatukku	Preparation for presentation	Presentation of the development plan	
	4 pm	4 pm	4 pm	4 pm	4 pm	5 pm		
7 pm Evening Get-Together Pizza in Seventh Heaven Seinäjoki UAS Kampusranta 11	Welcome Dinner at Mallaskoski Brewery	Workshop Thomas Lauer Marcel Rother	Free time	Workshop	Workshop	Preparation for presentation	Closing Dinner	
		6 pm	6 pm	6 pm	6 pm	6 pm		
		Free time	Evening gathering with SeAMK Tutor Students	Trip to Finnish nature	Traditional Finnish evening at Joupin Vanha Tupa	Free time		