

13th COEUR

Idea Generation Workshop
7–12 September 2015

Övik, Voolahti, Porvoo, Finland

DEAR FRIENDS,

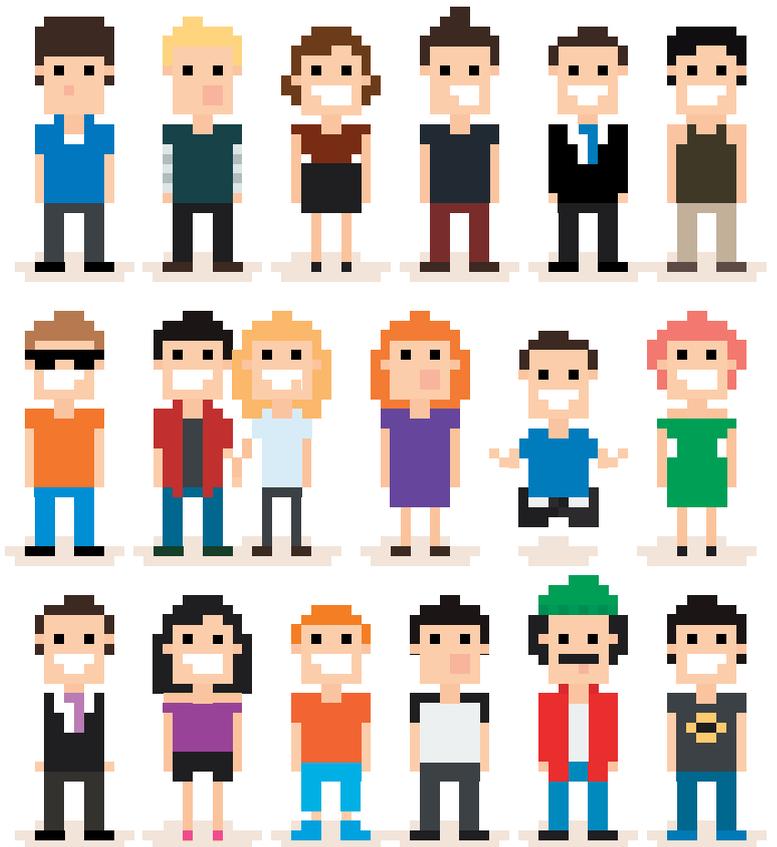
It is our pleasure, here at Haaga-Helia University of Applied Sciences, to be hosting the upcoming 13th edition of the COUER Idea Generation Workshop. This is the first time this event is going to be hosted here in Finland. We hope to deliver an event as inspiring and exciting as in previous years. The theme of this year's COEUR Idea Generation Workshop will be games and entrepreneurship.

A gaming industry is booming in Finland and in other parts of the world. This trend can be best observed in public transportation where people play games on their smartphones. Some of you may have played a game called Angry Birds which is developed here in Finland.

Games can be used to motivate employees and many businesses use games for team building. Also educational institutions apply games to create new methods of teaching and learning. Games support students in learning abstract concepts, in making decisions and thinking strategically.

Games, and especially a game theory, play an important role in entrepreneurial idea generation and decision making. The game theory focuses on the analysis of the interplay between competition and cooperation. For example American airline and Delta airline compete with each other for landing slots and gates but complement each other in defraying Boeing's R&D costs. In auto industry, several complementary products can be found. For example, insurance organizations provide auto insurance for car owners, banks complement auto manufacturers by providing credit to buy a new car, tire manufacturers cooperate with manufacturers. Coca-Cola and Pepsi are also classic examples of competitors, but can they also find cooperation opportunities? Eventually the answer lies in the market where customers make decisions whether to buy products and services or not.

The programme we are offering is focused on visits, guest speakers, talks and group sessions which will provide the students with the knowledge and skills to develop entrepreneurial ideas about this fascinating and varied field of games.





HAAGA-HELIA IN A NUTSHELL:

11 000 students

650 staff

Over 1 000 international degree students

Approximately 200 partner universities

Over 350 incoming exchange students

YOUR HOST

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES EDUCATION BASED ON REAL WORLD BUSINESS SITUATIONS

Haaga-Helia offers career-focused programmes with strong links to industry. Our learning methods engage students in real projects in cooperation with actual corporations.

What We Are

Through education, research and development, Haaga-Helia prepares professionals for business and services. We offer our students a wide choice of studies, great opportunities for specialisation, high-level education in Finnish and English, and access to business networks during their studies. Our students (about 10 500), as well as 650 employees base their work and activities on highly advanced national and international expertise.

Our Expertise

Haaga-Helia's expertise focuses on business and services, information technologies, communication and information, and wellness (health and sports). Teacher education is also an important part of our work.

Our Education

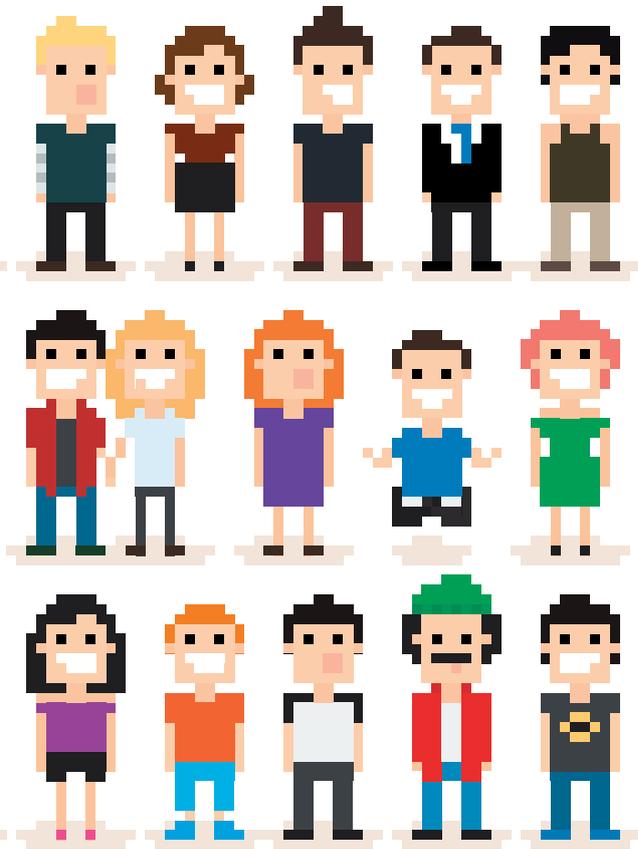
The starting point for our activities lies in the needs of businesses, whose demands we meet with our work-related higher education. We provide our students with the knowledge and skills for lifelong learning and development in the workplace. Haaga-Helia is the place to earn Bachelor's and Master's degrees, to obtain teacher education, to complete MBA programmes and specialisation studies, and to participate in research and development.

Internationalisation in Practice

Haaga-Helia is an international University of Applied Sciences. We have approximately 200 partner universities throughout the world and a variety of opportunities to internationalise. Our international degree programmes attract students from more than 90 countries. Cultural sensitivity and diversity are part of our everyday life. Our students gain international experience by studying and completing work placements abroad and in international projects.

LOCATION OF WORKSHOP

ÖVIK YOUTH LEISURE CENTRE, PORVOO

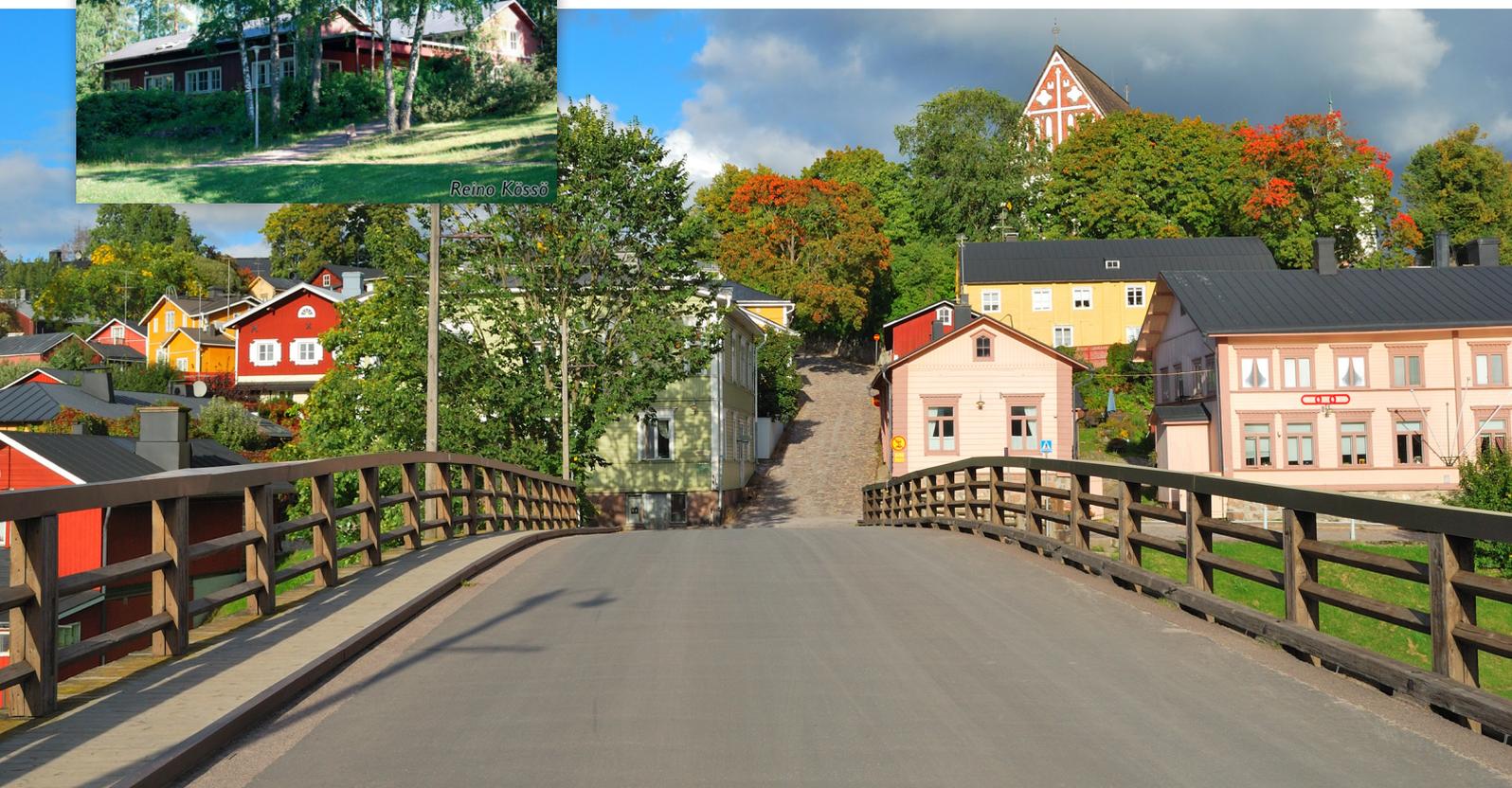
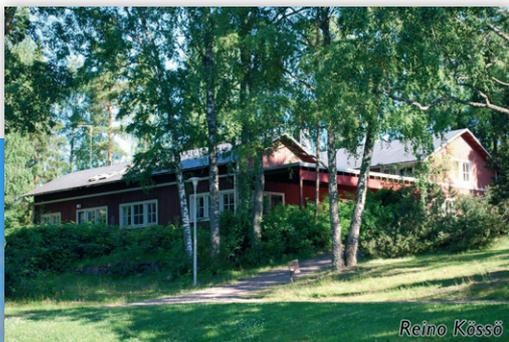


This year the Coeur Idea Generation Workshop will be held in traditional Finnish nature landscapes of Voolahti, Porvoo. Övik youth center is located 67 km South-East from Helsinki, with the nearest city Porvoo.

Porvoo (<http://www.visitporvoo.fi/en>) is a small, but beautiful and vivid town that attracts many tourists, especially during summer and Christmas. The Old Porvoo, a wooden district of the town boasts colourful and charming small lanes for strolls and shopping in a variety of small private shops.

Övik is an attractive youth leisure center with long traditions of hosting international groups. It hosts camps, meetings and seminars. Traditional leisure activities, such as barbecue, football, sauna and swimming are provided. One can take a relaxing walk in the Finnish woods or just sit calmly near a small beach, or watch a beautiful landscape and listen to sea winds. What can be a better way to relax...?

The Main Estate and two separate accommodation buildings can accommodate a total of 57 residents. Delicious meals will be provided in Main Building, and students will be sharing rooms of two and four. Also a small grocery store for small delicacy shopping is located within walking distance from Övik.



PROGRAMME DETAILS

Programme Fee:

Student 320 €/Tutors 350 €. This price covers all travel costs from the first morning of the workshop – Monday – and all subsequent travel during that week for visits. Lodging, full board, cultural visits and excursions are also included in the price. The cultural visits will be both a source of inspiration and an opportunity to experience a small sample of the variety of the beautiful locations that Finland has to offer.

Workshop Participants & Payments:

It is anticipated that each of the partnering institutions will bring 4-5 participants, thus ensuring a good level of both disciplinary and cultural diversity in the groups for the week. We therefore expect around 40 students in total.

The first stage of recruitment will run until May 31st 2015. All participants will be expected to pay a non-refundable deposit of 120 €, which should be paid directly to Haaga-Helia University of Applied Sciences no later than June 15th.

Any free places left in the programme will then be opened up for a second phase of recruitment, with an expected end date on July 31st when a deposit must be paid. The final payment must be transferred to Haaga-Helia no later than August 24th 2015.

Arrival and Departure:

All students will meet at the Haaga-Helia University of Applied Sciences, Pasila Campus at 9.30 on Monday September 7th 2015 for an introduction to the programme and a range of talks. The tutors will start their meeting at 9.00.

Around 16.00 a bus transfer will be provided to Övik, the workshop location. The programme will finish on the evening of Friday 11th when an awards ceremony and farewell party will be held. A bus will bring everyone back to Helsinki City Centre, leaving Övik at 10.30 on Saturday September 12th after breakfast. Please find a more detailed schedule overleaf.

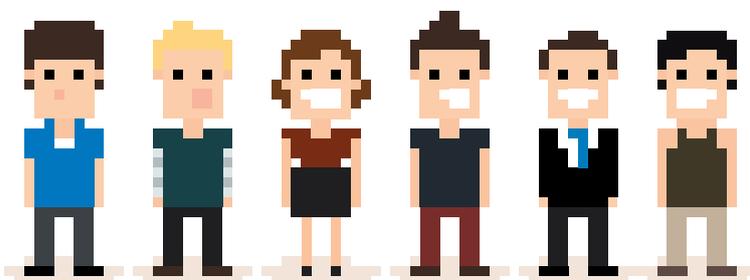
This is an exciting and unique opportunity for students from around the world to meet and interact with each other in intercultural teams as they come up with new business ideas. It will also give the students an insight into the culture and business community in this beautiful region of Finland.

Previous participants have really enjoyed the workshops and found that they have broadened their horizons and learned valuable communication and interpersonal skills. They have also gained a deeper appreciation of different cultures.

Notes on Finland:

Students should expect an intensive programme: you might often be working from early in the morning until late at night. Temperatures in early September will average around 12 °C, but the weather can be either foggy and wet or sunny and warm. The best forecast you will get outside your window in the morning.

You are advised to bring weatherproof clothing, and for example rubber boots and an umbrella, a swimming suit and an extra towel (sheets and one towel are included in the price).



LOOKING FORWARD TO MEETING YOU AND WORKING
ON THIS EXCITING ADVENTURE WITH YOU ALL.

COEUR WORKSHOP 2015 SCHEDULE





MONDAY 7 SEPTEMBER

COOPERATE

- 09.00 TUTORS' MEETING
- 09.30 REGISTRATION
- 10.30 WELCOME TO COEUR
- 12.00 LUNCH AND INTRODUCTIONS
- 13.30 ENTREPRENEURSHIP IN FINLAND
- 16.00 BUS TRANSFER TO ÖVIK
- 17.00 TIME TO SETTLE IN
- 18.30 DINNER
- 20.00 GETTING TO KNOW EACH OTHER

TUESDAY 8 SEPTEMBER

OPEN

- 08.30 BREAKFAST
- 09.15 GAMES AND ENTREPRENEURSHIP
- 10.15 COFFEE BREAK
- 10.30 TEAMWORK- BRAINSTORMING
- 12.30 LUNCH
- 13.15 ACTIVITY TO BE CONFIRMED LATER
- 16.30 TEAMWORK-SCOPING YOUR IDEAS
- 18.30 DINNER
- 20.30 INTERCULTURAL EVENING

WEDNESDAY 9 SEPTEMBER

EVALUATE

- 08.30 BREAKFAST
- 09.15 VALUE PROPOSITION
- 10.15 COFFEE BREAK
- 10.30 TEAMWORK- DEFINING YOUR VALUE PROPOSITION
- 12.30 LUNCH
- 13.15 VISIT TO A LOCAL ATTRACTION
- 18.00 DINNER
- 19.30 VALUE PROPOSITION CHECK UP
- 20.30 TEAMWORK

THURSDAY 10 SEPTEMBER

UNITE

- 08.30 BREAKFAST
- 09.15 HOW TO MAKE THE PITCH PERFECT
- 10.15 COFFEE BREAK
- 10.30 TEAMWORK-DEVELOPING YOUR PERFECT PITCH
- 12.30 LUNCH
- 13.15 ACTIVITY TO BE CONFIRMED LATER
- 16.30 TEAMWORK-REFINING AND POLISHING
- 18.00 DINNER
- 19.30 FINAL VALUE PROPOSITION CHECK UP
- 20.30 RELAXING EVENING

FRIDAY 11 SEPTEMBER

REPORT

- 08.30 BREAKFAST
- 10.15 COFFEE BREAK
- 10.30 PREPARATION FOR FINAL PRESENTATIONS
- 12.30 LUNCH
- 15.00 FINAL PRESENTATIONS
- 17.30 JURY MEETING
- 18.00 AWARDS CEREMONY
- 19.00 DINNER
- 20.00 FAREWELL PARTY

SATURDAY 12 SEPTEMBER

- 08.00 PACK UP
- 09.00 BREAKFAST AND FAREWELL
- 10.30 BUS TRANSFER TO HELSINKI CITY CENTRE



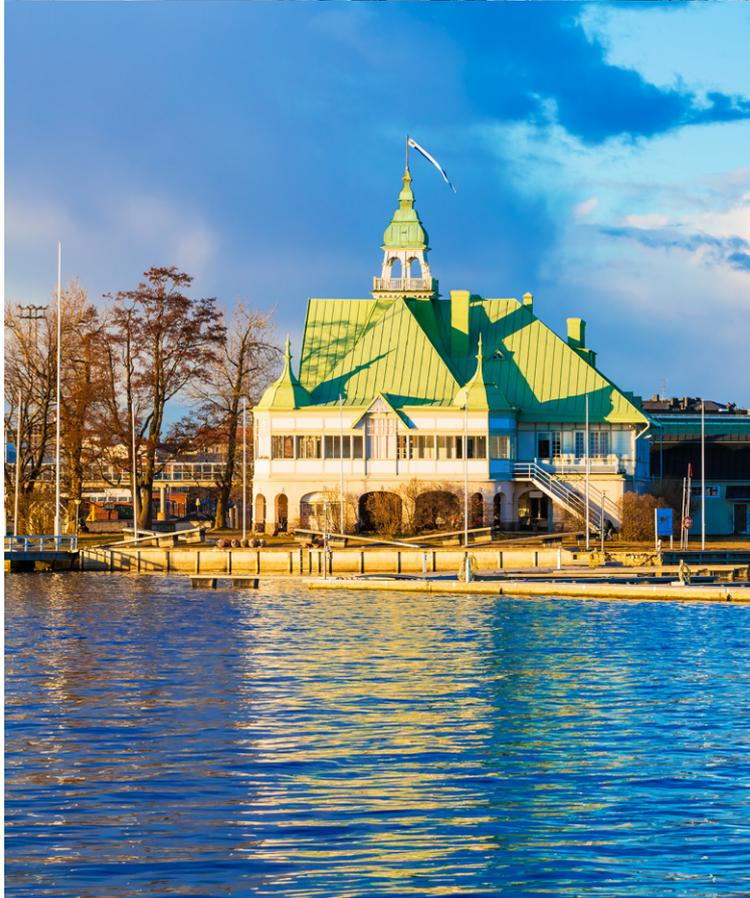
FINLAND

5.5 MILLION PEOPLE

338 144 M2

(7TH LARGEST COUNTRY IN EUROPE)

187 888 LAKES



HELSINKI PASILA

**FOR ANY FURTHER INFORMATION PLEASE DO NOT HESITATE TO
CONTACT MS MAIJA SUONPÄÄ, +358 (0)40 488 7149,
MAIJA.SUONPAA@HAAGA-HELIA.FI.**

MAIJA WILL BE HAPPY TO ANSWER ANY OF YOUR QUESTIONS.

HAAGA-HELIA PASILA CAMPUS

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FI-00520 HELSINKI

www.haaga-helia.fi



Haaga-Helia