

International Expertise Services (IES)

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Learning by Developing (LbD): a new model for instruction

- Based on development projects for the working life
- Problem-based or innovation-based starting point
- Based on partnerships between lecturers, students and experts from the sector
- Development project as a learning environment
- Allows for innovations in the form of products, operating models or working cultures

Integrative learning environment in the LbD operating model

- At Laurea there are 20 integrative learning environments at the moment
- Allows the integration of learning and R&D



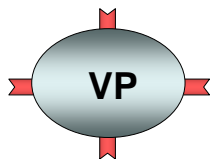


LaureaLabs



LaureaLabs is the applied research and innovation centre of Laurea Leppävaara and includes several labs (skill hubs) that generate services and research data in the fields of Hospitality Management, Business Information Systems and Security.

RED Labs

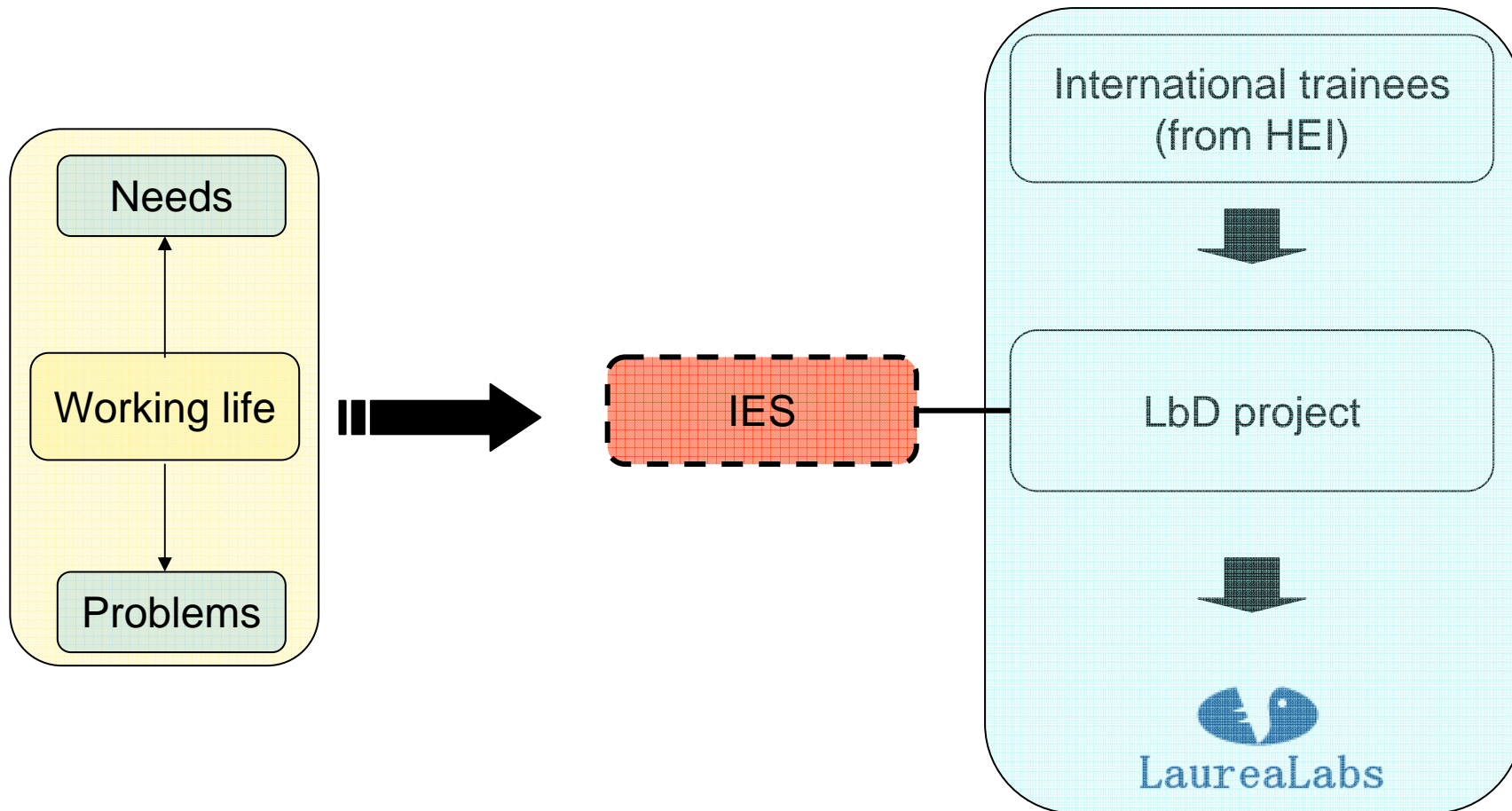


BAR Laureal



R&D Environment

International Expertise Services (IES)



What is International Expertise Services (IES)?

- Method for bringing international knowledge and expertise to companies, municipalities and competence centres.
- International trainees and students generate services and research data in the field of Hospitality Management, ICT and Security.
- Services include applied R&D projects, which contribute innovative and creative solutions to specific problems in companies and industries operating in rapidly changing, knowledge intensive fields.
- The projects are carried out and coordinated at LaureaLabs, the applied research and innovation centre of Laurea that includes several labs (skill hubs).

Goals IES

(companies, municipalities and competence centers)

Bring international knowledge and expertise to companies, municipalities and competence centers.

Advantages

Companies, municipalities and competence centers

- ✓ get innovative and creative solutions for existing problems in rapidly changing, knowledge intensive fields.
- ✓ get internationalized and benefit from its services without having big obligations.
- ✓ develop the right competences to keep up with competitors and expand the business internationally.
- ✓ identify and meet the growing demands of (international) customers.
- ✓ understand the cultural differences that can effect the international business.
- ✓ obtain new ideas and fresh enthusiasm for the organization.

Goals IES (International trainees)

Offer international students a unique learning experience by working as a trainee in the field of applied research and development (R&D).

Advantages

The international trainee

- ✓ gets an 'applied R&D' working experience in a different culture.
- ✓ learns how to find the right information, apply knowledge and develop their own competences.
- ✓ works in an international and innovative working and learning environment. (LaureaLabs)
- ✓ gets guidance and help from specialists at Laurea.
- ✓ learns how to interact with people from other countries.
- ✓ is better prepared when going to working life.

Goals IES (Network)

Create an international network in the field of applied R&D in which trainee-exchange has a central role.

Advantages

The network makes it possible to:

- ✓ intensify cooperation between higher education institutions and working life internationally.
- ✓ create in a easy way internship possibilities for international trainees in the field of applied R&D. (trainee-exchange)
- ✓ develop the IES concept in other countries.
- ✓ create strong knowledge intensive centres in different specialization areas.

International trainees and projects 2006

- Optimize the **logistics process** of BarLaurea. (Denise Reymann, German trainee)
- Development of a **marketing plan and marketing material**, a concept for 2 Japanese guesthouses in Pukkila. (3 Japanese students, 1 Finnish student)
- Participation Japanese students **Sendai seminar**. (Japanese students)
- Develop the **international concept** of the labs in **WellLifeCenter**. (Maud Berendsen, Dutch trainee)
- Development of **marketing material** for hospitality management studies. (Dutch students)
- **Lobby Laurea** (Austrian students)

International trainees and projects 2007

(February 2007 – June 2007)

- **Total Quality Management System** for BarLaurea. (Nils Asmussen and Denise Reymann, German trainees)
- **Marketing plan** Kuuma region / event management. (Luc Herberichs and Bob Franquinet, Dutch trainees)
- **Market research** Caring TV Otaniemi (Katarina Schlobach, German trainee)

Summary opportunities

Companies, municipalities and competence centers

- Make use of International Expertise Services (IES).
- Be part of an international network in the field of applied R&D.

Higher education institutions

- Trainee exchange
- International research
- Be part of an international network in the field of applied R&D.

International trainee

- Get a unique learning experience

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