Specialist programs are offered to professionals with a higher education degree to provide professional growth and promote specialization.

Do you look for a more holistic and systematic approach and peer support in the field of education export? Come and strengthen your competence by acquiring a specialist program in Education Export!

For whom?
For education professionals working in the field of education export: specialists, project managers, trainers and teachers in basic education, general upper secondary education, vocational education and liberal adult education. Where possible attendees could participate in groups (2-3 persons) from the same organisation.

Program to be implemented: 11.2.2020 - 26.11.2020

Place: Hämeenlinna.
Program language: English (teaching, materials), clarifications in Finnish upon need.
Extent: 30 op (ECTS credits)
Teachers: Experts of HAMK University of Applied Sciences and visiting experts.

Participants will strengthen their skills and knowledge in:
- recognizing customer needs by negotiation
- designing and productizing services
- executing and evaluating education export projects at home or abroad
- recognizing potential partnerships
- developing skills in education export within the organisation’s teams

Implementation:
The participant’s process is based on project-based learning aiming at developing the education export activities, or a tentative or an existing education export product for one’s organisation.

The education applies different kinds of learning environments and activities: contact days, webinars, online group work, project work, independent work based on recognising existing competence

The training program carries specific competence requirements: https://bit.ly/2m7OMhA

The expertise of the attendee will be evaluated using authentic work documents demonstrating e.g. offers made to education export clients, service description and sales representations with multiple documents.

Recognition of Prior Learning
Prior learning will be recognized either with the appropriate official documents (certificates) or by participants demonstrating the required competence.

Area of Expertise
1. Projecting and productizing education export projects
2. Pedagogical and cultural skills
3. Sales and negotiation skills in education export
4. The offer process
5. Tracking and developing education export projects
Program themes and schedule:
Contact days 1 & 2: Exporting education as a business
11.2.2020 at 12 - 17 and 12.2.2020 at 9 - 15
• The concept and shape of education export
• Different kinds of customer- and partnership
• Examples of planning, projecting and leading education export

Contact day 3: Pedagogical contextualisation
25.3.2020 at 9 - 16
• Concepts of learning - variable views
• Different pedagogical solutions and learning environments
• Intercultural competence

Webinar: 4/2020 (time will be announced later)

Contact day 4: Sales and negotiation skills in education export
13.5.2020 at 9 - 16.30
• Co-creation, productizing and narratives
• Selling and marketing services and solutions
• International sales negotiations in practice

Webinar: 6/2020 (time will be announced later)

Contact day 5: The offer process
26.8.2020 at 9 - 16
• Turning an offer into a contract
• Viability, cost-structure and pricing
• Risk management
• Contract

Webinar: 9/2020 (time will be announced later)

Contact day 6: Tracking and development of education export projects
23.9.2020 at 9 - 16
Education export projects
• Tracking
• Evaluation of the effectiveness and impact
• After sales
• Continuous development of product/service

Contact day 7: Presentation of development projects
26.11.2020 at 9 - 16
• Presentations and ideas for future
• Feedback and development ideas of the training program

DEADLINE FOR APPLICATIONS 22.11.2019
Applications to the program are to be made by filling in an application form by 1.11.2019:
www.hamk.fi/taydennyskoulutus/opetusala

Participant selection
Selection is based on applications, which will be graded. The following attachments are required with the application: diplomas/certificates of degree(s), and CV and/or ePortfolio.
The applicant should also prepare a short video - max. 2 minutes, presented in English - stating why he/she should be selected to the program.
Employers or organisations commitment to developing education export is a precondition for participation.
Potential candidates must clearly demonstrate in the application how they will include their organisation within their developing work throughout the program.

Price
660 €/participant (tax 0 %). The fee will be fully charged after beginning the program.

The program application/registration is binding.
A participant is asked to inform us of any changes related to participation immediately. A 50% fee will be charged for cancellations made after the application deadline. In the case where we are not informed of a cancellation at all by the participant, the whole fee will be charged.

For more information
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We reserve the right to make changes to the program.