

Partners	Mendelova zemedelska a lesnicka univezita v Brne - CZ BRNO 02 Fachhochschule Eberswalde - D EBERSWA 01 Szent Istvan Egyetem - HU GODOLLO 01 Tipperary Rural and Business Development Institute - IRL THURLES 02 Internationale Agrarische Hogeschool Larenstein - NL VELP 03 Universitatea Stefan cel Mare Suceava - RO SUCEAVA 01 Savonia-ammattikorkeakoulu - SF KUOPIO 08
LLP Grant (€)	€ 36813,00
Total budget (€)	€ 48163,00
Activity duration	31.3.2008 10 days / 12 days
Location	FI Oulu

Reference number	IP29496/2/1/731/07
Title	Mobile and interactive marketing, IT for convergence internet marketing & eBusiness management
New program / renewal? (please underline)	<u>New program</u> Renewal: 2 nd year 3 rd year
Subject area code	04.7 /04.0 / 04.2
Description	The purpose of the "Mobile and interactive marketing, IT for convergence internet marketing & eBusiness management" is to give undergraduate students the opportunity to work in multidisciplinary and multicultural groups, which solve real-life problems of SMEs in mobile and internet marketing. The programme covers the new trends in mobile marketing, focusing on possibilities offered with increased mobile bandwidth. This will be combined with innovations in internet marketing in converging technologies. The combination of TV, Communication and Internet using the same IP-platform can be new revolution in modern marketing. These innovative concepts, products and technologies are based on IT and eBusiness management topics. Digital interactive marketing and communication helps in the eBusiness and marketing communications. Students create marketing material and internet solutions, change ideas through intercultural communication and learn through international projects. Through presentations, company visits and workshops students are provided with the latest knowledge and with communication, presentation, business, entrepreneurial and other professional key skills. Partners form groups of marketing, IT, business and media students and staff members. Solutions for Internet marketing and e-business are developed by using a wider European approach. A special emphasis is on mobile and internet marketing and eBusiness of SMEs in leisure and rural businesses.
Coordinator	Name of the institution: Pirkanmaan ammattikorkeakoulu Address: Kuntokatu 4 Post code – Town: 33520 TAMPERE Phone: +358 3 2452700 Fax number: +358 3 4756989 Email: pirkko.varis@piramk.fi Internet site: http://www.piramk.fi
Contact person	Coordinator of the course: Pirkko Varis Erasmus contact person of the HEI: Irja Saarikorpi
Partners	University of Salford - UK SALFORD 01 Fachhochschule fur Technik und Wirtschaft Berlin - D BERLIN 14 Fachhochschule Dortmund - D DORTMUN 02 Fachhochschule Nordhausen - D NORDHAU 01 IMC Fachhochschule Krems - A KREMS 03 Institute of Technology Tralee - IRL TRALEE 01 IPAG Institute de Preparation a l'Administration et a la Gestion Ecole Superieure de Commerce a Paris et a Nice - F PARIS 105 Technologiko Ekpedeftiko Idrima Larissas - G LARISSA 02 Budapesti Corvinus Egyetem - HU BUDAPES 03 Gabor Denes Foiskola - HU BUDAPES 15 Vilniaus Universitetas - LT VILNIUS 01 Kauno Technologijos Universitetas - LT KAUNAS 02 Christelijke Hogeschool Windesheim - NL ZWOLLE 05 Vishe Uchiliste Mezhdunaroden Kolezh - Albena - BG ALBENA 01 Velikoturnosvski Universitet " Sv. Sv. Kiril i Metodii - BG VELIKO 01
LLP Grant (€)	€ 61659,00
Total budget (€)	€ 78452,00
Activity duration	30.3.2008 10 days / 12 days
Location	FI Virrat

Erasmus Intensive Programme 2007-2008
FINLAND Selected IP projects

Reference number	IP49027/1/2/731/07
Title	Comparative Youth, Justice and Welfare
New program / renewal? (please underline)	New program Renewal: <u>2nd year</u> 3 rd year
Subject area code	14.00 / 14.09
Description	The aim of the second year of the IP Comparative Youth, Welfare and Justice is to continue the cooperation between the future professionals of youth and community workers, social workers and youth justice workers in order to discuss the theories, politics and practises of youth work, child welfare and youth justice in relation to youth crime. In order to develop the post graduate joint curricula of the three participating universities, Humak (Finland) is going to include MA-level community pedagogy students dealing with the problem of youth crime with methods of youth work in child welfare and NGO's. Tartu (Estonia) is continuing with students of social work at the MA-level but including interested PhD-students along. The University of Bedfordshire (former University of Luton, Great Britain) is working with Professional PhD in Youth Justice students. All three partners are interested in developing comparative international education and research in the field of socially deviant young people. The second year of the intensive programme will draw special attention to the Scandinavian model of dealing with the issue. The main activities will be distance learning and preparatory work before the project as well as contact learning during 10 days. During the contact period there is going to be study visits to relevant institutions in Finland, lectures and workshops. The outputs are updated papers, teaching materials and website.
Coordinator	Name of the institution: Humanistinen ammattikorkeakoulu Address: Annankatu 12 A 17 Post code – Town: 00120 HELSINKI Phone: +358 20 7621352 Fax number: +358 20 76221391 Email: timo.sorvoja@humak.edu Internet site: http://www.humak.edu
Contact person	Coordinator of the course: Timo Sorvoja Erasmus contact person of the HEI: Timo Sorvoja
Partners	Tartu Ülikool - EE TARTU 02 University of Bedfordshire - UK LUTON 02
LLP Grant (€)	€ 22208,00
Total budget (€)	€ 29611,00
Activity duration	28.1.2008 10 days / 13 days
Location	FI Helsinki

Erasmus Intensive Programme 2007-2008
FINLAND Selected IP projects

Reference number	IP29567/1/2/731/07
Title	Improving the Security Knowledge in ICT - Advanced Technologies
New program / renewal? (please underline)	New program Renewal: <u>2nd year</u> 3 rd year
Subject area code	06.5 / 11.3
Description	<p>The first major European study of demand for networking skills since the downturn points to continued shortages of the advanced networking technology skills (IDC 2005). The shortage of people across Europe with sufficient networking skills can hinder adoption of advanced technology, business competitiveness and economic growth across the Europe.</p> <p>The aim of this IP is to exchange knowledge of and experience in local methods and techniques in the field of security knowledge in ICT by engaging a group of international students and lecturers in a joint, explorative investigation of contemporary methods of ICT security. The target group consists of European engineering students who are interested in knowing which factors play a role in security of information systems and what the similarities and differences between the various national systems in ICT security methods and techniques are.</p> <p>As an expected outcome the participating students will become competent in selecting security technologies and methods in a multidisciplinary environment and apply these to the development of information systems and to service provisioning. All the developed material and outcomes are available online and is shared with by partners and offered to other institutions.</p>
Coordinator	Name of the institution: EVTEK-ammattikorkeakoulu Address: Leiritie 1 Post code – Town: 01600 VANTAA Phone: +358 20 7553858 Fax number: +358 20 7553988 Email: markku.karhu@evtek.fi Internet site: http://www.evtek.fi
Contact person	Coordinator of the course: Markku Karhu Erasmus contact person of the HEI: Eija Piironen
Partners	Fachhochschule Regensburg - D REGENSB 02 Tehnicheski Universitet Sofia - BG SOFIA 16 Frederik Institute of Technology - CY NICOSIA 13 Universitatea POLITEHNICA din Bucuresti - RO BUCURES 11 Hogeschool van Amsterdam - NL AMSTERD 05 Ecole Superieure d'Informatique Electronique Automatique - F PARIS 294
LLP Grant (€)	€ 66772,00
Total budget (€)	€ 81905,00
Activity duration	2.6. 2008 10 days / 14 days
Location	NE Amsterdam

Erasmus Intensive Programme 2007-2008
FINLAND Selected IP projects

LLP Grant (€)	€ 41523,00
Total budget (€)	€ 55364,00
Activity duration	31.3.2008 42 days
Location	FI Pieksämäki

