

Guest Lectures

At Wittenborg University of Applied Sciences we believe practice and theory cannot be separated. That is why we are constantly looking for business professionals to enhance the existing curriculum by conducting guest seminars. Showing what you have achieved thus far in your career can give current students the confidence and ambition to reach their own goals. It also gives them valuable insight into the steps they need to take in obtaining these goals. Just one inspired talk can spark new interest in a subject or change a student's attitude towards a discipline. You, the guest lecturer, can be that flash of inspiration to the next generation.

Why Participate?

- Experience a multicultural, diverse classroom and staff body with English as the main language of communication and enjoy teaching small classes of motivated students and high standards.
- Participate in knowledge-transfer by giving a new generation the chance to learn from your experiences, your success and your mistakes.
- Gain public-speaking experience by talking to our students about your experiences and achievements in the workplace.
- Over 30 different courses to choose from
- Spotlight your business or your career.

What is expected of you?

Seminars at Wittenborg University are conducted in sessions of three hours each and are designed in cooperation with the course lecturer. In addition, students are required to write a seminar paper of which

the topic is discussed during the course of seminar. All seminars are scheduled during Project Weeks.

Project Weeks 2016 - 2017

- Block 1 - Week 38: 19 - 23 September
- Block 2 - Week 45: 07 - 11 November
- Block 3 - Week 51: 19 - 23 December
- Block 5 - Week 10: 06 - 10 March
- Block 6 - Week 16: 17 - 21 April
- Block 7 - Week 23: 05 - 09 June

Wittenborg University of Applied Sciences welcomes many guest lecturers from a variety of disciplines, ranging from government officials to entrepreneurs. Would you like to experience an international business school?

Please send an email to guest@wittenborg.eu

Seminar Topics

Block 1

International Trade Risks
Business Presentation Skills
Project Management Game
Consulting Skills

Block 2

Marketing in Turbulent Times
Leadership in Business Environment
Team Building
Tapping your Creativity

Block 3

Sustainable Business
The Challenge of Business Ethics
LEAN Management
Social CRM
Corporate Social Responsibility

Block 5

Sustainable Procurement
A Good Design is Half Success
Green Logistics
Conflict Management

Block 6

Sustainable Procurement
A Good Design is Half Success
Digital Marketing
Appreciative Inquiry
Lodging Operations

Block 7

Developing competitive advantage
Effective Time Management
Managing Diversity
Negotiation

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