



FH MÜNSTER
University of Applied Sciences



FB Wirtschaft
Münster School of Business

MSB Summer School 2018

Münster School of Business
9th- 20th of July, 2018

Global Changemakers

Innovation with social impact



WELCOME!

Dear Student:

We are happy to welcome you at Fachhochschule Münster to take part of the **International Summer School, themed: "Global Changemakers – Innovation with social impact"**. We intend for this Summer School to be an exceptional two-week programme where you will acquire global and critical thinking on topics that will pivot around sustainability, social entrepreneurship and innovation.

At FH Münster we believe in co-creating experiences by delivering results through magisterial lectures, tailored workshops and project based learning. This will be a unique opportunity for you to work on real challenges and practice generation of ideas / proposals within interdisciplinary and multicultural working groups, so never hold back and please deliver the best version of yourself!

We are proud to have put together a great team that holds Dr. Robert Crocker, expert on sustainability from the University of South Australia and Dr. Paul Tai-Hing, expert on social entrepreneurship from Nelson Mandela Metropolitan University of South Africa, as international guest lecturers, so do not miss on the opportunity to have real connoisseurs in the intimacy of your classroom.

Finally, we know you have options and feel honored that you have trusted us with the responsibility of spending an incredible Summer of 2018, please feel free to contact me or any of our colleagues for any matter that might arise.



Claudia Umanzor Zelaya
Director of the International Summer School
umanzor@science-marketing.com



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- Timetable Summer School
- The FH-Münster
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Responsible

CLAUDIA UMANZOR

Claudia Umanzor is a researcher and professor at La Sabana University, located in Chía, Colombia.

She conducts applied research at the International School of Economic and Administrative Sciences; with more than ten years of international professional experience in areas such as sustainability, innovation and entrepreneurship.

Claudia is an Architect and holds a Master Degree in Design for Sustainable Development from Chalmers University of Technology, Sweden.



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Director of the International Summer School
umanzor@science-marketing.com

LECTURERS

The FH-Münster International Summer School counts with international and local lecturers specialized on the topics. They will guide you through the challenges proposed.

Lecturers

PAUL TAI-HING, PhD

Paul Tai-Hing teaches Management with a focus on Social Entrepreneurship at the Nelson Mandela Metropolitan University in Port Elizabeth, South Africa.

In 2016, he earned in PhD on Social Entrepreneurship and also was awarded the “Excellent Teacher of the Year” Award at NMMU’s annual Research, Teaching and Engagement Awards ceremony.

Before becoming a university lecturer, Paul spent 10 years in industry, working mostly in Human Resources and Safety and Training, at Cadbury’s and then the Cape of Good Hope Wool Combers.



Paul Tai-Hing

Nelson Mandela Metropolitan University,
South Africa

Management Practice
expert on social entrepreneurship

Lecturers

ROBERT CROCKER, PhD

Dr. Crocker is a historian by training (DPhil, oxon) and teach design history and theory, with a focus on design for sustainability.

His research is mainly concerned with the problem of consumption and waste, and the role of design in furthering sustainability. Robert Crocker supervises graduate students in topics related to these interests.

He is the Deputy Director of the China-Australia Centre for Sustainable Urban Development. His recent book, *Somebody Else's Problem: Consumerism, Sustainability and Design* (Routledge/Greenleaf) won gold in the sustainability category of the Axiom Best Business Books for 2017, and third place in the International Solid Waste Association's recent publication awards.



Dr. Robert Crocker

University of South Australia
School of Art, Architecture and
Design
expert on sustainability

Lecturers

BERT KIEL, PROF. DR.

Bert holds key qualifications that he intends to inspire his students with:

- Strong analytical skills,
- More than 9 years experience in telco markets
- Excellent knowledge of national and international telco markets
- 30 assignments in Europe, Asia Pacific, Latin America, ME & Africa
- Extensive CCO interims management experience
- Worked for operators and regulatory authorities
- Special focus on strategy development and implementation
- Strong leadership qualities & results-focused
- Launch management experience
- Professional experience in product development, marketing and sales
- Excellent project management skills
- At home in an international environment



Prof. Dr. Bert Kiel

FH-Münster

Fachbereich Wirtschaft

expert on international marketing
and sales

Lecturers

CATJA DICKMAN

Catja is an Auditor at an auditing firm in Münster. She is advising her clients in accounting, fiscal and financial issues. Her clients are medium-sized companies from the industrial and the trading sector.

Since 2016 she is a phd student in accounting. Her field of research deals with the reporting of key performance indicators.

Next to that Catja is supporting non-profit associations with voluntary work, providing them also with her professional experience.



Catja Dickman

FH-Münster

Fachbereich Wirtschaft

expert on accounting, fiscal and
financial issues

Student Support



Maria Paula Troutt

FH-Münster, Germany

Studies Business Administration, BA

mapistroutt@hotmail.com



Luiza Leorato de Araujo

FH-Münster, Germany

Studies Design, BA

leorato@fh-muenster.de

BUDDY PROGRAM

Every international student will have a **German buddy to help you during your stay here**. The German buddies are taking part in the Summer School as well and are ready to answer your questions, show you around, and help you with anything you need.

Make sure you already get in touch before departing to Germany, so that you already know someone in Münster.



Program Summer School 2018

FIRST WEEK: 8th – 14th JULY

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		INSIGHT DAY	SUSTAINABLE PERSPECTIVE DAY	SNAPSHOT INTO SOCIAL ENTREPRENEURSHIP DAY		SUSTAINABLE PRODUCTION TO RESPONSIBLE CONSUMPTION DAY	
9:00 – 10:30							
10:30 – 10:45		Welcome, form of evaluation, team building	Causes and effects of the waste crisis by Robert Crocker	South Africa - Land of Contrasts by Paul Tai-Hing	Prof. Dr. Bert Kiel	Food production, chemicals, distribution and waste by Robert Crocker (1.5 hr lecture)	
10:45 – 12:15		Cooffee break					
12:15 – 13:00	Arrival of participants / Explore the city of Münster and get familiar with your surroundings	Intro to SD by Robert Crocker / Intro to SE by Paul Tai-Hing (1.5 hr lecture)	Design, business models and their externalized impacts by Robert Crocker	Intro to SE by Paul Tai-Hing	Prof. Dr. Bert Kiel	From field to plate, the supermarket way by Robert Crocker (1.5 hr lecture)	
13:00 – 14:30		Lunch					
14:30 – 14:45		Presentation of challenges on behalf of professors	Relational design, co-creation and the living lab model by Robert Crocker	The Profile of a SE by Paul Tai-Hing	Münster Social Innovation	Alternative food systems: from organic to permaculture by Robert Crocker (1.5 hr lecture)	
14:45 – 16:15		Cooffee break					
16:15 – 19:00		Group Work	Group Work	Group Work	Group Work	Group Work	
19:00							
		After lecture activity (Gettogether place to be confirmed)		Social activity		Social Activity	

FREE

Program Summer School 2018

SECOND WEEK: 15th – 21th JULY

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				SOCIAL ENTREPRENEURSHIP ECOSYSTEMS DAY		PITCHING DAY	
9:00 – 10:30				The Sunshine Project by Paul Tai- Hing (1.5 hr lecture)	By Catja Dickman (1.5 hr lecture)	Final Presentation	
10:30 – 10:45				Coofee break			
10:45 – 12:15				Powerful Presentations by Paul Tai-Hing (1.5 hr lecture)	By Catja Dickman (1.5 hr lecture)	Final Presentation	
12:15 – 13:00				Lunch			
13:00 – 14:30				Intro Project 1-3 (1.5 hr lecture)	Group Work	Final Presentation	
14:30 – 14:45				Coofee break			
14:45 – 16:15				Group Work	Group Work	Final Presentation	
16:15 – 19:00				Free time			
19:00				Social Activity		Farawell Dinner	

Trip to Berlin (non conventional space for learning)
Münster: time to explore the city

Trip to Berlin (non conventional space for learning)

Münster Lectures and group work from 9:00-16:15 for those students staying

Trip to Berlin (non conventional space for learning)

Münster Research activity from 9:00-16:15 for those students staying

Departure of participants

Program Summer School 2018

BERLIN TRIP: 15th – 17th JULY

SUNDAY

TIME	ACTIVITY
7:15	Meeting at Münster train station
11:22	Arrival in Berlin
12:00	Check in at the Hostel
12:30– 13:30	Free time (lunch)
14:00 – 17:00	Walking tour
17:00 -	Free time

MONDAY

TIME	ACTIVITY
7:15	Breakfast
8:30	Meeting at the lobby
9:00 – 13:00	Social Innovation Tour
13:00 -	Free time

TUESDAY

TIME	ACTIVITY
8:00	Breakfast
9:30	Meeting at the lobby & checkout
10:00 – 13:00	Research activity
13:00 – 18:00	Free time
18:15	Meeting at the Berlin Hauptbahnhof
18:34	Train leaves for Münster
22:25	Arrival in Münster train station

BE PREPARED

During the Summer School, you are going to work on real projects in smaller groups, supervised by teachers.

For the group work, we are going to split you up into culturally diverse groups. Be prepared to work with people you don't know, who may not speak your native language and who may have different working styles. Please be open-minded, patient, tolerant, and ready for new experiences!

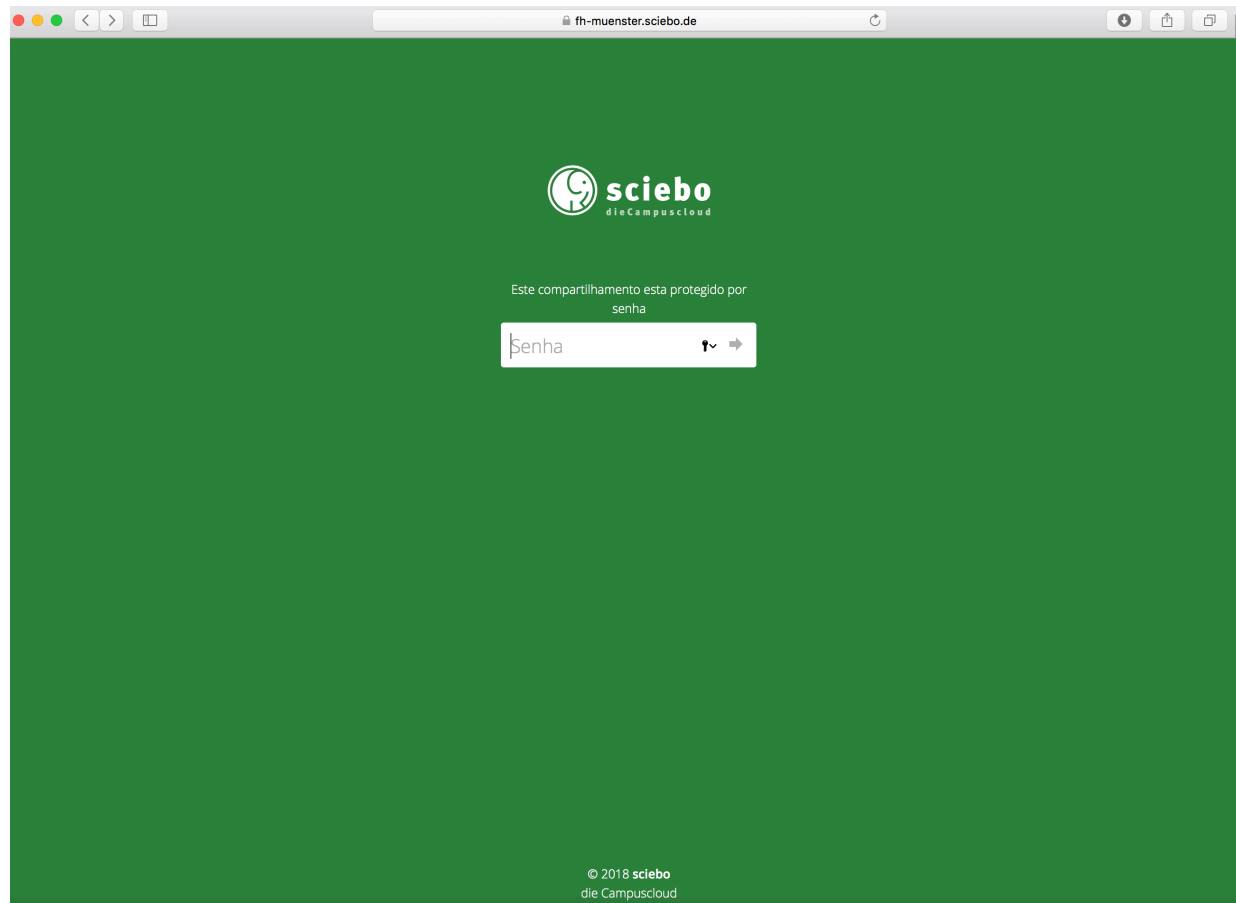
You are going to give presentations at the end of the Summer School. Some students like to dress up for that. However, there is no dress code at our University.

SHARING IS CARING

To share documents and course material, we will work with the Sciebo platform:

<https://fh-muenster.sciebo.de/s/laMK7kR1Vqe7qPS>

Password: fh-muenster



SHARING IS CARING



FH MÜNSTER
University of Applied Sciences

Additionally, we have created a Facebook group to share pictures etc.

<https://www.facebook.com/groups/138471326988256/?ref=bookmarks>



Join the group
to keep
updated!

THE FH-MÜNSTER

SOME FACTS:

- Founded in 1971
- Fourth largest University of Applied Sciences in Germany
- 12000 students, including around 500 international students
- 12 faculties with 65 courses of studies
- 190 partnerships worldwide

THE CAMPUS - FHZ

The Summer School will take place
at the FHZ Campus, at the
following adress:

Corrensstraße 25, Münster



The building is devided in 4 sections (A, B, C and D),
and so are the Rooms numbered. For example:

Room D 103

Section D

1st Floor

There are two main entrances - indicated as red on the figure.

THE CAMPUS - FACILITIES



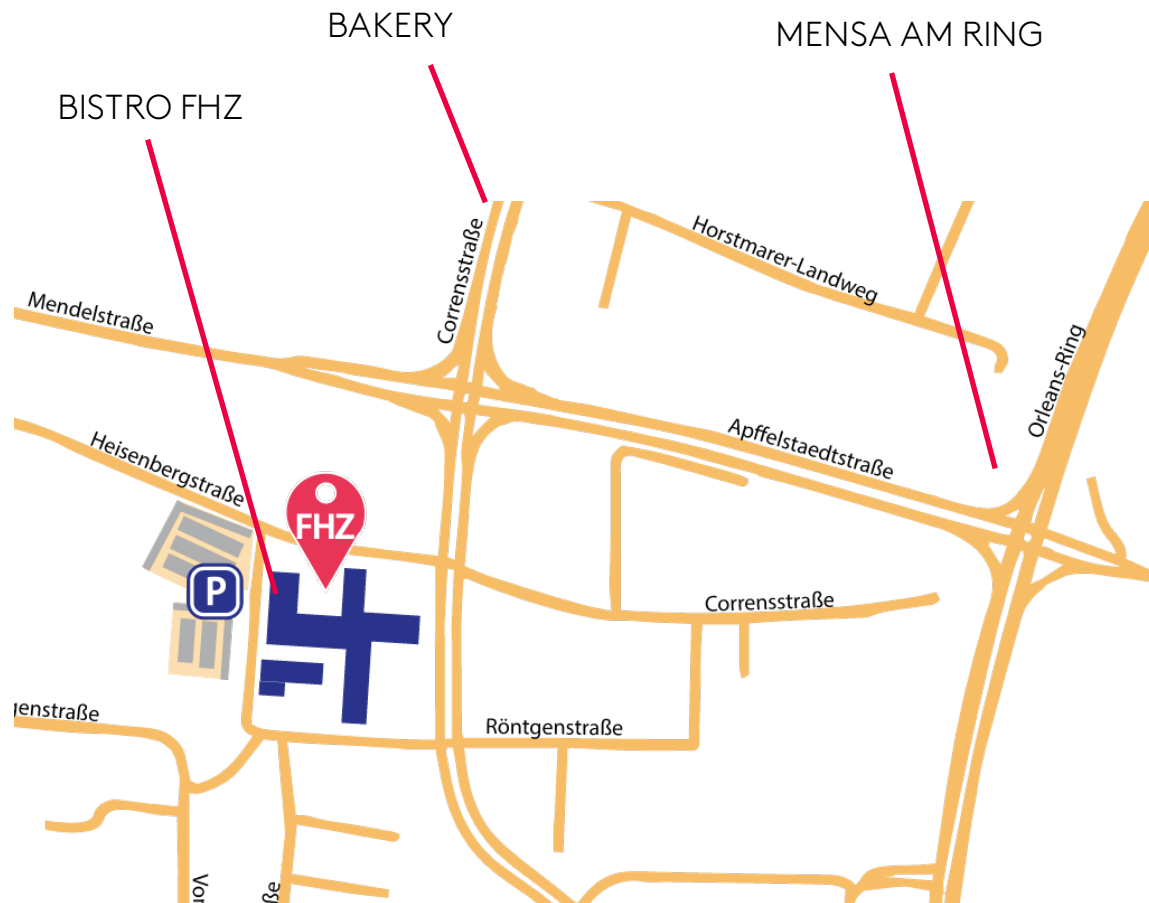
THE LIBRARY:

Here you can find additional literature in German and English, print and copy documents, and even borrow dictation devices and video cameras for studying purposes. More information can be found on the library ("Bibliothek") website: <https://www.fh-muenster.de/bibliothek/index.php>

WI-FI AT THE CAMPUS

You can use the Wifi ("WLAN" in German) with the guest account we will provide you.

THE CAMPUS - FOOD



In the same building where our summer school takes place, there is a BISTRO which offers 2 meal options for lunch and a salad bar, plus coffee and sweets for your breaks.

Close to our building, you can find the big "MENSA AM RING", with a huge variety of warm food and buffets at an affordable price.

There is also a BAKERY nearby, if you would like to try the great variety of German's bread.

ACCOMODATION

You are going to be accommodated in triple or double bedrooms at the NORDSTERN HOSTEL in Münster or in 4 or 6 beds apartment at HENCKELMAN FERIEHAUS. The rooms were randomly distributed.

Nordstern

Hoyastraße 3

48147 Münster

<http://www.nordstern-hostel.de/index.php?file=&lang=en>

Henckelman Ferienhaus

Unnerste Meer 18 I

48161 Münster

<https://ferienhaus-muenster.jimdo.com>

THE HOSTEL



IN THE HOSTEL:

- Free Wi-Fi
- Bed linen and towels inclusive

AROUND THE HOSTEL:

- Bakery with convenient price for breakfast
- ATM nearby
- Pizzeria, Restaurants and Pharmacy nearby
- Fruits and vegetables shop close to the Hostel
- Laundry station nearby
- Convenient bus stops

FROM THE HOSTEL TO THE FHZ

BY BIKE – 6 minutes

You can rent a bike in one of the different offers around the city. Check for information and availability before you come.

WALK – 27 minutes

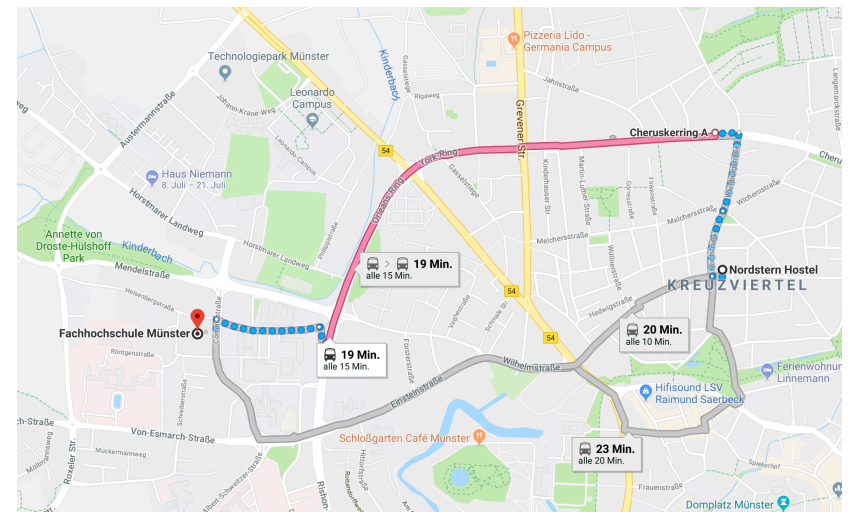
You can walk from the Hostel to the FHZ and enjoy the sunny summer days!

BUS – 17 minutes

650m walk to the bus station (Cheruskerring A)

5 minutes in the bus (Line 33, stop at Apffelstaedtstr. A)

500m walk to the FHZ



BUS LEAVING FROM „CHERUSKERRING A“ AT:

8:03 / 8:13 / 8:20 / 8:30

Please consider the walking time until the bus stop for not getting late to the classes!

THE APPARTMENT



IN THE APPARTMENT:

- Free WI-FI
- Bed linen and towels inclusive
- Kitchen

AROUND THE APPARTMENT:

- Supermarket nearby
- Restaurants and Pharmacy nearby
- 20 minutes walk from the University

FROM THE APARTMENT TO THE FHZ

BY BIKE – 7 minutes

You can rent a bike in one of the different offers around the city. Check for information and availability before you come.

WALK – 20 minutes

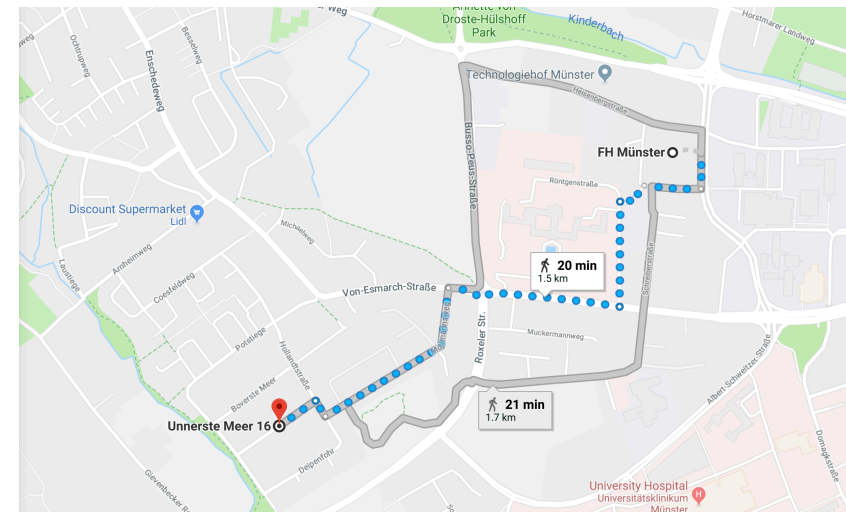
You can walk from the Hostel to the FHZ and enjoy the sunny summer days!

BUS – 19 minutes

550m walk to the bus station (P+R Coesfelder Kreuz B)

5 minutes in the bus (Line 12, stop at Deipenfohr)

450m walk to the FHZ



BUS LEAVING FROM „CHERUSKERRING A“ AT:

8:02 / 8:22 / 8:42 (every 20 minutes)

Please consider the walking time until the bus stop for not getting late to the classes!

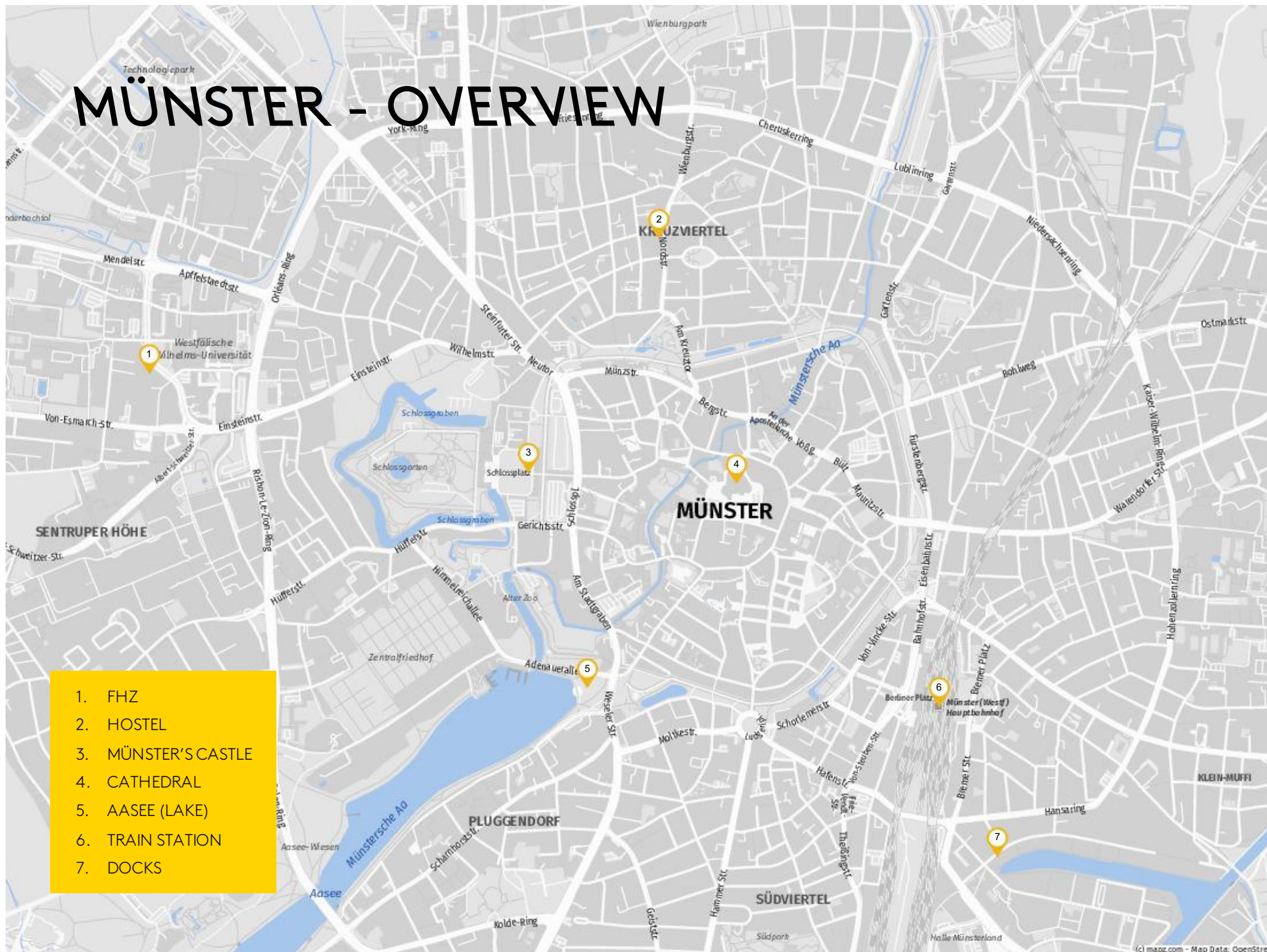
MÜNSTER

SOME FACTS:

- 300,000 residents - 50,000 are students
- City of culture - 5 theatres, 28 museums and exhibition halls, etc.
- Green city – castle park, botanic gardens, promenade,...
- Historic City - First mentioned in 793, when Frisian missionary Liudger founded the “Monasterium” (cloister)
- Well known as the “City of the Westphalian Peace” where the peace treaty was signed after the thirty years war in 1648

MÜNSTER - OVERVIEW

1. FHZ
2. HOSTEL
3. MÜNSTER'S CASTLE
4. CATHEDRAL
5. AASEE (LAKE)
6. TRAIN STATION
7. DOCKS



MÜNSTER - OVERVIEW

If you want to get more impressions before your arrival in Münster, check the virtual city tour:

<http://www.muenster.de/stadt/medien/virtual-tour.html>

Or get inspired by the Münster videos:

<http://www.muenster.de/stadt/tourismus/en/films.html>

GETTING AROUND

We will provide you with a bus ticket. With this ticket, you can use all the busses within the Münster region for free. Information about the routes and timetables can be found online:

<http://www.stadtwerke-muenster.de/fahrgaeste/fahrplan/index.php>

Münster residents typically use their bicycles to get around. The Promenade, a green path which circles Münster, is also called the bicycle highway. If you want to use a bicycle, you can rent one at "Radstation Münster".

The cost for a daily bike rental is 8 Euros.

Website: https://www.radstation.de/de/mieten/4_2.html

GETTING AROUND

In Münster you have a lot of different options for your free time. Here are some of the favourite choices for the local students:

CAFES:

- Pension Schmidt
- Fyal
- Teilchen & Beschleuniger

BARS:

- Davidwache
- Specops
- Cavete

PARTY:

- Cuba Nova
- Amp
- Harwerkamp

GETTING AROUND

Some helpful german words:

GERMAN	ENGLISH
Hallo!	Hello!
Danke!	Thank you!
Bitte.	Please. /You're welcome
Guten Morgen!	Good Morning!
Wie geht es dir?	How are you?
Ich spreche kein Deutsch.	I don't speak German.
Alles klar!	Everything ok!

CHECKLIST

Some important thing you should bring:

Laptop for research and preparation of the final presentation

Power adapter for Germany

Student ID card

Proof of international health insurance

Swimming suits

Rain clothes / umbrella

Comfortable shoes

Lots of motivation and energy



ANY QUESTIONS?

Just ask!

MSB Summer School 2018

Global Changemakers

Innovation with social impact

Any questions? Doubts? Just contact me!



Claudia Umanzor

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email: umanzor@science-marketing.com

Website: <http://fhms.eu/SummerSchool2018>