

Press Release

UAM-BNU Summer School (Beijing, 2010)

“Applied Creativity Across Domains”

UAM is offering its first international summer school in Beijing from July 25-August 8, 2010. It will be hosted at their partner university (Beijing Normal University) through the School of Economics and Business Administration. A team of 4 UAM professors will participate, teaching courses that bridge the gap between creativity and innovation from a number of interdisciplinary perspectives. An additional professor from LMU will also participate (from the Psychology of Excellence program).

The summer school is funded by the DAAD and BMBF, and is part of the larger initiative to generate interest and awareness of German degree programs for international students. 70% of the curriculum will be taught by German professors, and 30% will be taught by professors from BNU, the host institution, but also from the Chinese Academy of Sciences (Institute of Psychology, Beijing), another important partner organization of UAM.

In all 30 Chinese students (including Bachelor, Master and PhD levels) will participate representing 13 different universities from around China – not just Beijing universities. It will be a great opportunity for in-depth learning in the field of creativity and innovation, and it represents an important step in the internationalization of UAM programs.

For more information on the event, please visit the website:

<http://www.china2010.fham.de/>



The screenshot shows the website for the Summer School 2010. At the top, it features the logos for the University of Applied Management and Beijing Normal University. The main heading is "SUMMER SCHOOL 2010". Below this, there is a navigation menu with links: Introduction, Partners, Curriculum, Certification, Costs, Application, Selection, eLearning, Study Info, Contact, and FAQ. The central part of the page has a large graphic with the text "BEIJING CHINA" and "Register now!". To the right of this graphic is a circular image containing Chinese characters. At the bottom of the page, there are logos for the German Academic Exchange Service (DAAD) and the German Research Foundation (DFG). The text "Summer School 2010" and "APPLIED CREATIVITY ACROSS DOMAINS" is prominently displayed. A small paragraph at the bottom right states: "The 'Applied Creativity Across Domains' Summer School 2010 is designed to provide Chinese students – either at a Bachelor, Master or Doctoral level -- with a range of courses covering the topic".