



**Dear Master's Students,**

The Romanian-American University has the pleasure to announce a new Erasmus+ selection for the short-term study program “**Design Thinking**”.

This Erasmus+ Blended Intensive Programme is organized by our partner, **Lapland University of Applied Sciences**, Finland, between **13<sup>th</sup> – 17<sup>th</sup> of May 2024**.

### **Program's Highlights**

- Students from Lapland UAS, Kajaani UAS, Kempten UAS, Romanian-American University, and Ulster University design new business models in mixed teams of students from these countries.
- **Design thinking** is used to generate idea(s) to address / tackle assignments commissioned by case companies (existing businesses) for strategic development in their operations or to aid them to go international.
- The first phase involves the **online kick-off**, introductory and design thinking sessions to be held during week **8<sup>th</sup> – 10<sup>th</sup> of April 2024** (11:00-17:00).
- The second phase involves the students' teams familiarise themselves with each other for team bonding, and with the design thinking tools along with the cases presented.
- The third phase involves a workshop / conference week that will be organised in **Tornio, Finland**, in week **13<sup>th</sup> – 17<sup>th</sup> of May 2024** (9:00-17:00) during which the teams will possibly visit the case companies, work intensively on their idea generations and pitch their final output (business models) to a jury for evaluation.
- This is a great opportunity for students to network with Finns, Germans, Irish and Romanians in Tornio during the week-long workshop/ conference.
- **Students acquire 5 ECTS when they participate and cooperate in all the three phases.**
- This is a good opportunity for those who are not able to go on a long-term exchange abroad.
- **There are no fees for this course.**

## Erasmus+ Funding

The participation in the program qualifies for financing through the **Erasmus+ Blended Short Term Mobility** action. **Selected students will receive an Erasmus+ grant of up to 490 EUR** (the exact value of the grant is calculated depending on the travel days).

## Eligibility & Application

All RAU **Master's degree students** from every field of study, all years - full-time students - are eligible to participate.

Pre-requisite(s) for attending the program:

- English proficiency: minimum B2

### Please register [here!](#)

Within 5 days after registration, please bring a file with the original documents to the Erasmus+ Office (3rd floor, room 306).

Deadline for application: **8<sup>th</sup> of November 2023**

Online Interview: **10<sup>th</sup> of November 2023**. The eligible candidates will be invited for the online interview by the Erasmus+ office. The link for interview and time will be confirmed.

If you have any questions, feel free to contact the Erasmus+ Office at [outgoing@rau.ro](mailto:outgoing@rau.ro).

Warmly,

**RAU Erasmus+ team**

LINK PT REGISTER FORM: <https://forms.office.com/e/hKBm9F6Hnb>