**INVITATION to join our international week**

Again, this spring we cordially invite international colleagues to join our international week in central Copenhagen **February 19-22nd 2018**.

The general topic of the week is **digital business** where we encourage guest lecturers to share their insights in this area with Cphbusiness students and faculty. Under this headline, the subjects that can be touched upon may include:

* Digital marketing
* Data driven business development
* Digital business transformation
* Value creation in a digital age
* New market conditions in a digital age
* Big data, little application

We are, however, more interested in hearing what you as an academic have to share on this general area. This could be cases, research, perspectives, teaching concepts of methods.

You will be invited to make **presentations** and/or **provide teaching** for one or more classes. We will help design individual programmes that will fit the Erasmus+ framework requirements. The level at which you will be teaching is 2nd and 3rd year marketing students.

Furthermore, you will be invited to **share your practices with Cphbusiness** colleagues in terms of performing a 45 min workshop where you may present a teaching concept, results of research, your institution’s practices and teaching methods using digital tools. We are eager to learn from your experiences and will as a matter of course share our experiences at Cphbusiness when implementing digital teaching methods and concepts

Please respond to this invitation as soon as possible (no later than January 26th) and we will provide you with more information as well as a short questionnaire to determine your areas of expertise.

With kind regards,

**Mr. Steffen Saxil, lecturer (**[**ssa@cphbusiness.dk**](mailto:ssa@cphbusiness.dk)**)**

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