

**Cultural UX
Engineering and
Business
Development
LLABTO26-27E
AL00CX46-3004, 5 op**

Jaani Väisänen

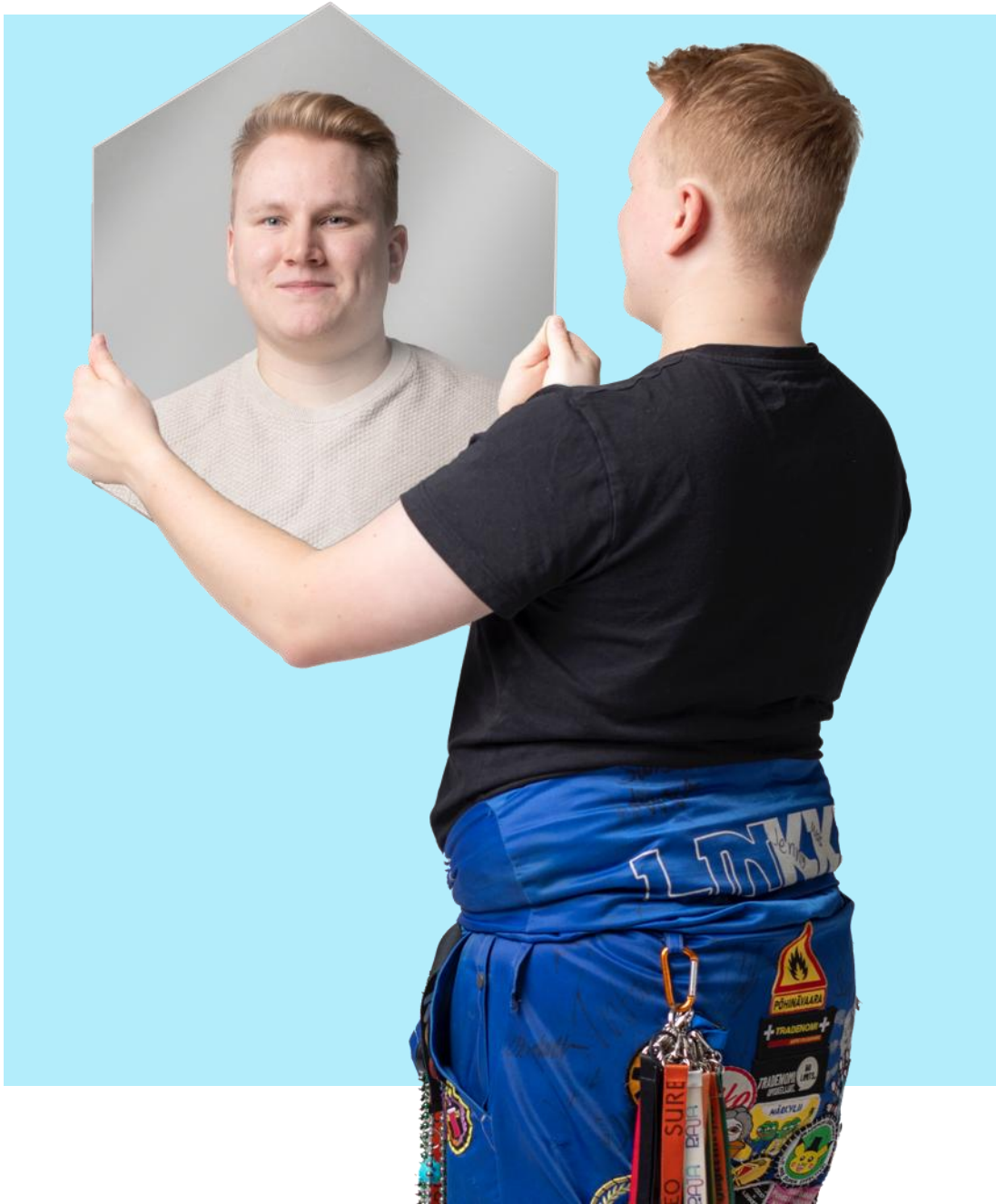
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What?

LAB's Business School, in cooperation with Würzburg University of Applied Sciences in Germany and Vorarlberg University of Applied Sciences in Austria, offers the course "Cultural UX Engineering and Business Development" (5 credits)

Suitable if you are interested

- On UX design and solving business problems
- To engage in real cooperation, network and build your own competence portfolio with SMEs
- Gain experience working in an international team
- Spend a fun and relaxed study week in Austria in May

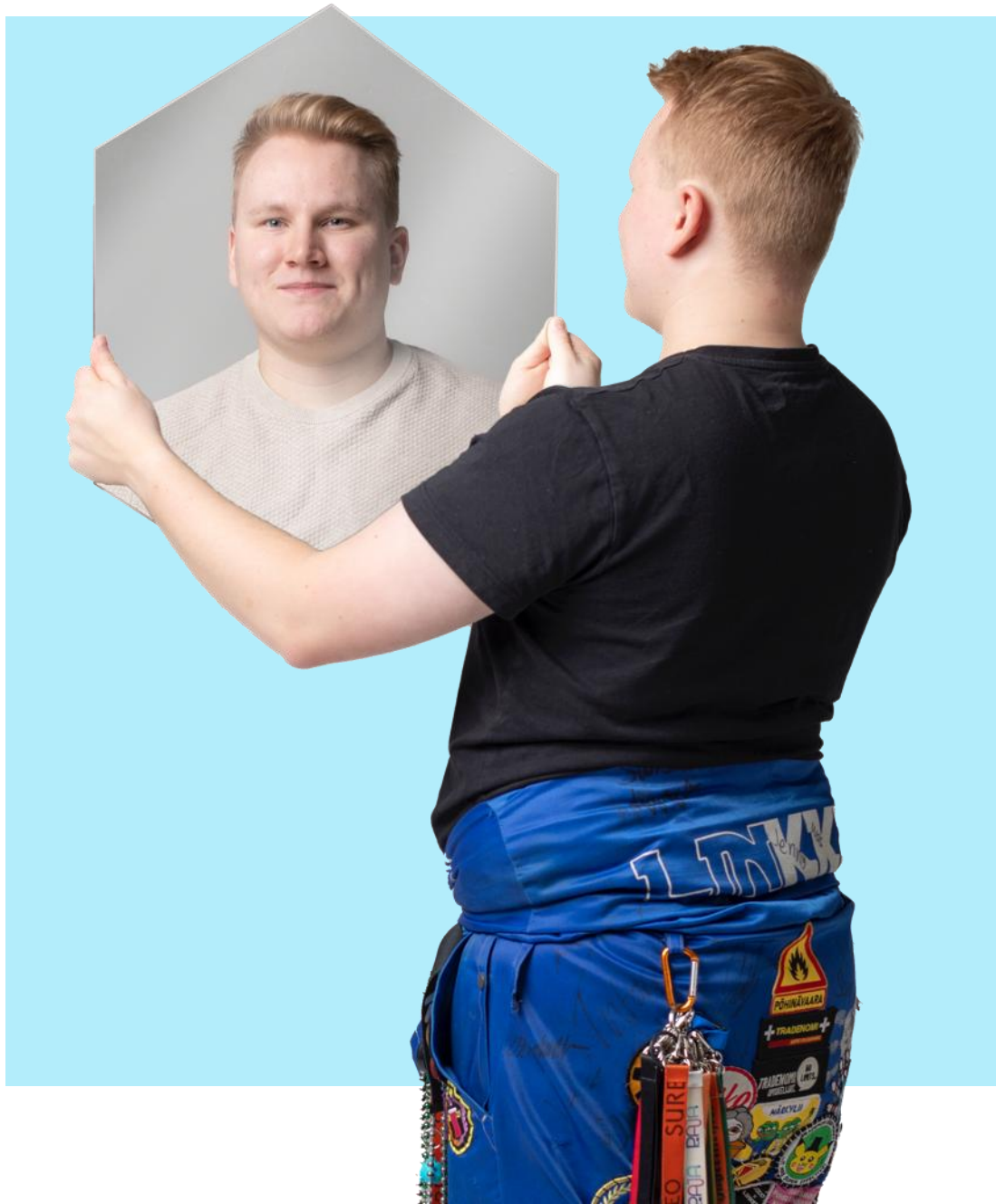


How?

- Students work in Finnish–German–Austrian teams on real assignments from Finnish and German companies, researching and optimizing the user experience of company websites and apps.
- The course offers hands-on experience with eye tracking and other UX technologies.
- The course includes two intensive weeks. Teams first work at Vorarlberg University of Applied Sciences in Austria from 15–19 March.
- Teams then continue independently until May, when the international participants travel to Lappeenranta to finalize and present their projects on 18–22 May. Completing this stage completes the course.

How much?

- Check out most up-to-date info at <https://elab.lab.fi/en/completing-studies/internationalisation-and-student-exchange/intensive-weeks>
 - Under " Grants, application process and selection criteria for Erasmus+ Blended Intensive Programmes"



Interested?

- Check out SISU once the enrollment opens
- We only have 8 spots available
- If you have any questions, please reach out to jaani.vaisanen@lab.fi