

**WELCOME TO**  
**INTENSIVE STUDY PROGRAMME WEEK (ISP)**  
AT WESTSÄCHSISCHE HOCHSCHULE (WHZ)  
UNIVERSITY OF APPLIED SCIENCES  
ZWICKAU / GERMANY  
**3 - 7 APRIL 2017**

Prof. Dr. Angela Walter

Eric Forkel, M.A.

Prof. Dr. Horst Muschol



# SHARPEN

HRM4smes

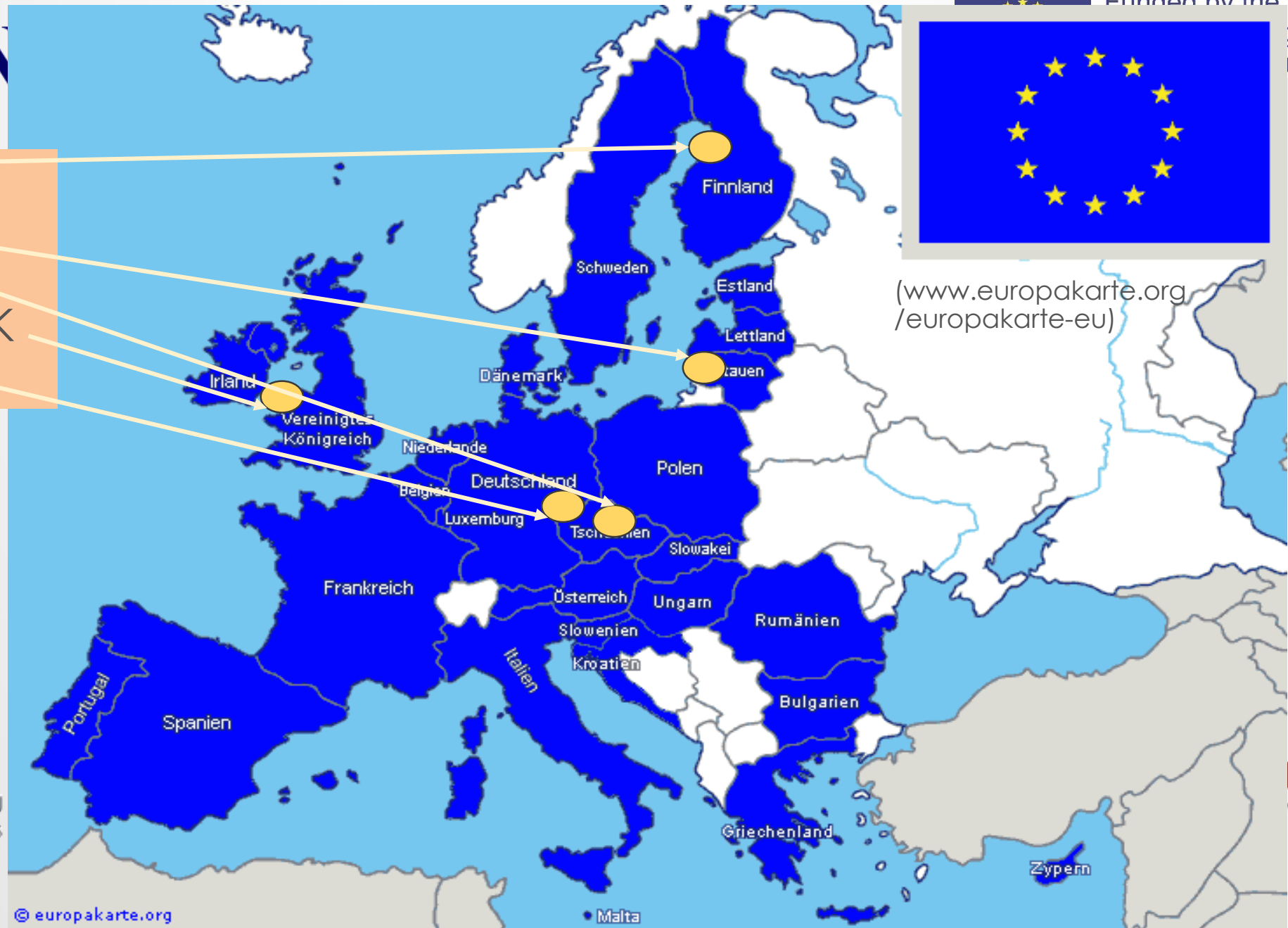
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 KAJAANIN  
AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES



University of  
HUDDERSFIELD

SOCIALNIH MOKŠIJ  
KOLEGIJA

ERASMUS+PROJECT **SHARPEN** MEANS

**S**MES **H**uman resource  
**A**ttention, **R**etention and  
**P**erformance **E**nhancement  
**N**etwork



**STRUCTURE AND PROCESS OF OUR  
LEARNING MODULE 2017:**



Phase 1	Phase 2 Intensiv Study Programme	Phase 3
<p>22 February - 31 March</p> <p>HRM-Theory, start working on HR-projects</p>	<p>3 April - 7 April at University of Applied Sciences in Zwickau/Germany</p> <p><b>SMEs and students work cross-cultural on HR-projects</b></p>	<p>10 April – 2 June</p> <p>Completion of HR-projects, production the practical output</p>

## WHAT IS THE INNOVATIVE LEARNING APPROACH?

Students take the same current HR-concepts and apply them to different SMEs in five different European regions.

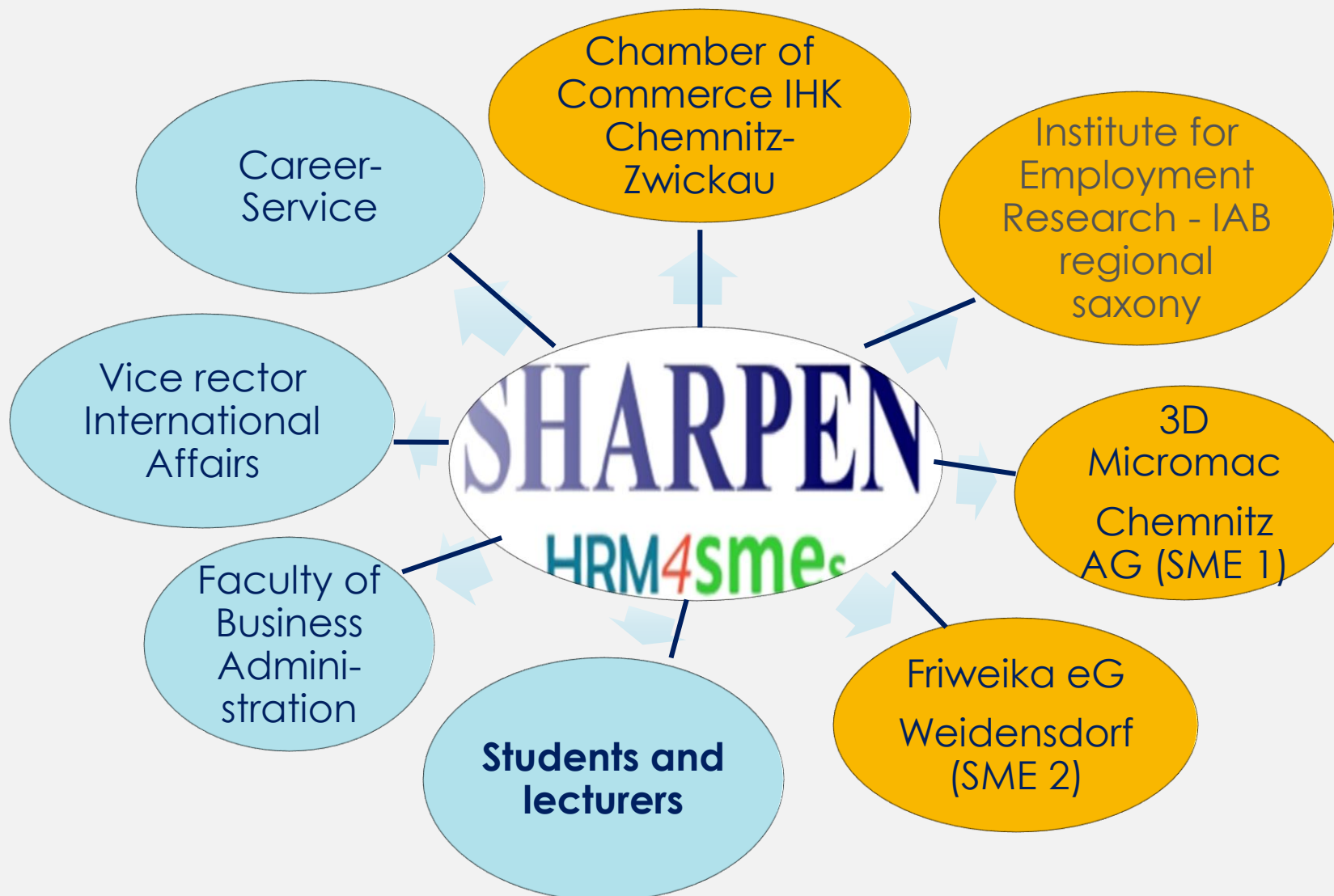
### Aims

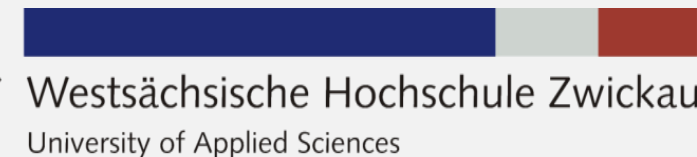
- Students and SMEs learn from each other and learn to understand the **job expectations** of both sites
- Enhancement of **HR performance** in **SMEs**
- Increase in **employability** of students
- **Slowing down** further **brain drain** and support our regions



### WHZ – internal Partners

### WHZ - regional Partners





- Ice breaker session and team building
- Student presentations (regional context and description of SMEs)
- Case study method and writing style
- 5 cross-cultural student teams work on HR case studies
- Workshops in regional SMEs
- Workshops with our Chamber of commerce, Employment Research institute, career service WHZ)
- Preparation for phase 3 and of the structure for the e-Handbook



- Spring Barbecue
- City tour Zwickau
- International Food Bazar  
organized by our International Office
- Visit the beer brewery “Sternquell”
- Evening at WHZ student clubs



Let's have a productive and interesting ISP week.

at Westsächsische Hochschule (WHZ)  
University of Applied Sciences  
Zwickau / Germany  
3 - 7 April 2017