



## Teaching the teacher

### Entrepreneurship within the experience economy

Lecturers: Emma Estborn projektansvarig - Media Mötesplats Malmö

Bo Carlsson, Professor, Malmö högskola - Idrottsvetenskap

Camilla Norberg-Hansen, Universitetsadjunkt, Malmö högskola - Idrottsvetenskap

Thursday October 29<sup>th</sup> 2009 – 8:00 am to app 12:00 am

This morning encounter will be arranged in collaboration with Malmö högskola.

Robert has a long list of publications and he teaches, among other things, the courses “Managing in the Creative Economy” and “The Information Technology Manager as a Business Leader”.