



Expertise and insight

for the future

International Project Week  
15-19 May, 2017 Helsinki, Finland



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## WELCOME TO THE INTERNATIONAL PROJECT WEEK 2017

We are pleased to welcome you all to our International Project Week 2017!

Preparing our students for living and working globally has always been important for Helsinki Metropolia UAS Business School. We provide our students with various possibilities for meaningful international experiences, from exchange study programs to internationalization right here at home, such as the annual International Project Week, IPW.

The IPW gives us all an excellent possibility to meet and greet new and old friends from our partner universities. This year, you represent one of the 18 visiting lecturers who join the students of Metropolia Business School to discuss business ethics from various different viewpoints to increase our awareness on ethical challenges in business worldwide. Following the great success of last year's cooperation with the Finnish Red Cross, we will again have a real-life case for students to solve provided by the Finnish Red Cross.

We hope that you will find IPW 2017 a good experience. We will do our best to make your time here memorable, not only as a teaching experience but also as an excursion to the different sides of Finland.

The IPW Team 2017



**The IPW 2017 team (from top left): Anu Luoma, Anne-Mari Raivio, Terhi Topi, Marko Korkeakoski, Oksan Niemi, Mari Ruppenon**



## IPW 2017 LOCATION

This year the IPW takes place at our Leppävaara campus in Espoo.

### Getting there

The campus, located at Vanha maantie 6, is a 10-minute walk from the Leppävaara railway station.

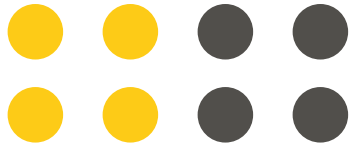
You can catch the **U Train, A Train or E Train** to Leppävaara approximately every 10 minutes from the Central Railway Station in Helsinki. The trip takes around 20 minutes.

You can find the train schedule and more information on <https://www.hsl.fi/en>.



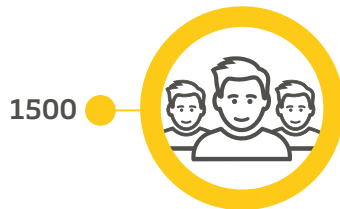
## METROPOLIA BUSINESS SCHOOL IN BRIEF

### 8 degree programs

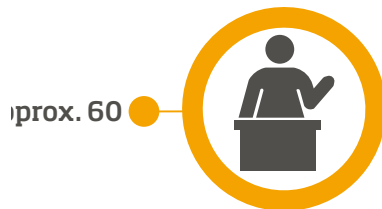


4 of them in English

### Students



### Staff



### Student and staff exchange in 2016



#### Incoming

189  
Exchange Students  
(short- and long  
term studies)



#### Outgoing

262  
Exchange Students  
(studies and  
internships)

34  
Teacher and  
Staff Exchanges



31  
Teacher and  
Staff Exchanges

## IPW 2017 PRELIMINARY PROGRAMME - LECTURERS

### Sunday May 14<sup>th</sup>

6 pm	<b>Arrival Day:</b> Check in at the hotel lobby
6 pm	Informal get-together meeting in <b>Scandic Simonkenttä</b> lobby (Simonkatu 9, 00100 Helsinki)
7.15 pm	Optional self-funded dinner at Kaarna (Mannerheimintie 20, Helsinki)

### Monday May 15<sup>th</sup>

	Pick-up from the hotel at 8.15
9.15 am	Visiting lecturer briefing
10 am	IPW Kick Off (opening of IPW, introductions of guest lecturers and cases) at <b>Leppävaara campus</b> (Vanha Maantie 6, Leppävaara, Espoo)
11.30–12.15pm	Lunch
12.15–4 pm	Classes - Lecturer <b>A</b> (2 x 45 min); Lecturer <b>B</b> (2 x 45 min)
4.30 pm	Optional social programme: City Walk

### Tuesday May 16<sup>th</sup>

9 am–12.15 pm	Classes - Lecturer <b>A</b> (2 x 45 min); Lecturer <b>B</b> (2 x 45 min)
12.15–1 pm	Lunch at Metropolia cafeteria
1 pm–4 pm	Case Workshop - Lecturers <b>A &amp; B</b> - Start the work with the FRC Kontti -case

### Wednesday May 17<sup>th</sup>

9 am–12 pm	Case Workshop - Lecturers <b>A &amp; B</b> - Lecturers available for student guidance, esp. preparation for FRC consultation
12 pm	Lunch at Metropolia cafeteria
1 pm–3 pm	Case Workshops - Lecturers <b>A &amp; B</b> - Note! Representatives of the Finnish Red Cross available for consultation <ul style="list-style-type: none"> <li>• Student teams can ask questions and get feedback from the FRC team</li> </ul>
3 pm	Company visit for lecturers (optional): Fazer

### Thursday May 18<sup>th</sup>

9 am–12 pm	Case Workshop - Lecturers <b>A &amp; B</b> (3 x 45 min) - Student teams pitch their solutions to the lecturers and finalise their work based on feedback
12 pm	Lunch at Metropolia cafeteria
1 pm	Poster session preparation with students (optional for lecturers)
6 pm	Dinner at Haikaranpesä

### Friday May 19<sup>th</sup>

9.30 am	Preparing for the poster session
10–12.15 pm	Poster session
12.15 pm	Closing ceremony
1 pm	Farewell lunch and networking session



Helsinki Metropolia UAS Business School covers the costs for a local travelling card for 5 days (Mon-Fri), lunch Mon-Fri at Metropolia school cafeteria, dinner on Thursday. All other costs, including hotel accommodation, are to be covered by the guests themselves. The student team of Metropolia Business School organises social programme for the visiting students. The social programme offered for the guests during the afternoons and evenings is optional.

## FINISHING THE WEEK WITH IPW POSTER SESSION

### What?

Each group of students will **present a poster as a team on the lessons learned during the Business Ethics course** at the closing session **on Friday** in the main lobby.

### Why?

The poster itself allows participants to **highlight the key findings and outcomes** of their IPW case study. The presentation of the poster gives all group members a perfect opportunity to answer questions and provide further details. Everyone will also have a chance to see what others have been doing during the week.

### How?

**Each group will work together** and plan, prepare and deliver **a poster and a presentation**. You will receive an information package for poster presentation with ideas and useful internet links at the beginning of the week.

For the presentations on Friday, **the groups will be divided in smaller groups**, each taking their turn **to present** (while others circulate and see everybody else's work).

### Practicalities

The groups work on their poster on Thursday afternoon, the lecturer of the group can take part if needed. On Thursday afternoon we will provide each group with their **blank Metropolia poster, a possibility for colour printing** and any other material they need. Students **design and build their poster and mount it on a flipchart stand provided in the lobby** ready for the Friday morning session.

In Friday's final event, everyone is present in the lobby where all posters are on display as at a conference or professional poster event. The groups will evaluate the posters of other groups using an e-form on iPad. All students should be present on Friday for the whole event.





## VISITING LECTURERS AND COURSE DESCRIPTIONS

### CANADA



#### **Shoab Nasir**

Kwantlen Polytechnic  
University

#### **Best Practices in Business Ethics and CSR**

To foster higher levels of ethical responsibility and sustainability, we need to find a healthy balance between mechanical and organic worldviews, where an organization is part of an interconnected and an interdependent web of life. Such a change can lead to a deep authenticity and a better understanding of the purposes of an organization as well as a shift to systemic organizational goals.

#### **David Richards**

Lakehead University

#### **Leadership, Corporate Social Responsibility and Employee Attitudes**

Approaching the topic from an organizational behaviour perspective, the focus of the lecture is to provide an overview of ethical leadership and responsible leadership and how they inform corporate social responsibility strategies and related ethical practices. The lecture would also explore the potential impact that these leadership practices and corporate social responsibility itself on employee attitudes (e.g., organizational commitment and satisfaction). The lecture could also explore sensemaking processes in understanding how corporate social responsibility is enacted and understood by organizational members.

### GERMANY



#### **Michael Jaensch**

Hochschule für Technik und  
Wirtschaft Berlin

#### **"Contract Law and Ethics" Running a Business - The impact of Rules of Fairness on Contract Law**

There is a widespread discussion on a Code of Ethics for the conduct of private parties including companies and non-profit organisations. Often the respect for Human Rights and non-discrimination principles are thrown into the bargain. On the other hand, any legal commitment relies on the principle of freedom of contract to negotiate freely the rights and obligations of the commitment and the scope of liability. A thin line divides the need for private entities to conduct their affairs in the way they see fit and the need of society to limit this freedom for ethical purposes. The course will analyse the history and concept of Human Rights as well as equity (meaning fairness) and their impact on contract law. It will also show that contract law itself has developed over centuries detailed rules for fair and equitable behaviour, which limit the scope of freedom of contract.



**Cathrin Ruppe**

University of Applied Sciences Münster

**Incorporating Ethics into Business**

To develop knowledge, behavioural skills and self-reflexivity in relation to the emergent and often contradictory context of business ethics, with special emphasis on sustainability and recycling. The unit situates these issues within and across different cultural, social, and organisational contexts. On completion of the unit, students should have developed the capability to investigate ethical issues from different viewpoints and contrast ideas based on a combination of company needs and customer expectations. Their development of capability will be grounded in an understanding of the interrelationships and dynamics of business ethics, in particular sustainability, shared economy, and recycling issues.

**Barbara Weitz**

Hochschule für Wirtschaft und Technik des Saarlandes

**Business Ethics and Corporate Social Responsibility - critical comments from a (German) lawyer**

1 Business Ethics and the law, 1.1 Definition of business ethics 1.2 General legal rules, 1.3 Special rules in relation to certain stakeholders, 2 Corporate Social Responsibility (CSR), 2.1 Definition of CSR, 2.2 Justification of legal obligations, 3 Legal aspects of CSR under EU law, 3.1 CSR regarding activities within the EU, 3.2 CSR regarding activities outside the EU, 4 Support of NGOs as part of CSR, 4.1 General rules of company law, 4.2 Special issues regarding the involvement of employees, 5 Summary

NETHERLANDS

**Rien Brouwer**

University of Applied Science in  
Holland

**Ethical issues concerning HRM (Human Resource Management)**

The lectures will focus on recruitment and selection (inclusion and exclusion) as well as ethical issues about a recent research of the 21 st skills in practice (talent management).

**Judith van Felius**

Saxion University of Applied Sciences

**CSR Performance Ladder**

I will start my lecture with a broad perspective on CSR by using the CSR Performance Ladder, developed by the Dutch organization for Sustainable Entrepreneurship. This is an instrument to make sustainable development concrete, objective and demonstrably. The CSR Performance Ladder consists of five levels and is inspired by internationally recognized documents like ISO 26000, Global reporting Initiative, ISO9001. My lecture will illustrate how an organization can develop or adapt its management system by working through the 5 levels and using the Plan-Do-Check-Act cycle in every phase. The CSR Performance Ladder is structured in the three themes People, Planet, Profit. My lecture will continue with a focus on People. An essential starting point for any change to occur in an organization is for leaders to model the right behavior and culture. For the implementation of CSR and associated Business Ethics, integrity is an essential value. I will therefore ask

students what they think integrity means and how they would translate this in concrete options for action by a leader. I will finish with a description of integrity as part of Authentic Leadership, which contributes to trust in the leader.

**Menno de Lind van Wijngaarden**  
 HU University of Applied Sciences Utrecht  
 Sustainable Business Models

Corporate Social Responsible (CSR) Business has rapidly grown in the recent decades, more and more social enterprises are emerging and costumers and investors increasingly demand responsible practices from companies. Governments in turn, increasingly acknowledge the indispensable role of the private sector in dealing with global issues. As a result, governments, companies, societal organizations and many more groups together have worked on the establishment of seventeen unique Sustainable Development Goals. The lectures will focus on these Sustainable Development Goals as a framework that supports business to respond to the trends in society; threatening shortage of resources, major shifts in demographics and economy, pollution and climate change. Besides attention for the growing share of CSR-oriented businesses the lectures will also focus on companies who choose a disruptive innovation path. Companies that look for sustainability in their business model and who can give social and environmental returns, in addition to their economical returns.

NEW ZEALAND

**Nick Kearns**  
 Unitec Institute of  
 Technology, Auckland



The lectures provide a comparison of Maori and European ethical approaches to sustainability. NZ is a bicultural nation of Maori and Pakeha (Europeans et al) founded on the Treaty of Waitangi, and this results in the Maori world view being well studied and articulated. It has much in common with other indigenous peoples, but also its own unique perspective. Five main Eurocentric approaches to ethics will be reviewed, then the relevant Maori concepts, and then we will take a look at a couple of cases – ideally one environmental and one social.

PORTUGAL

**Micaela Lopes**  
 Polytechnic Institute of  
 Setúbal  
 Good Faith



The main goal of my contribution is to clarify, through 3 exhibition sessions, the principle of good faith, not only as an ethical and moral principle, but essentially as a guiding legal principle on business relationships in international context. Contribute to clarify the role of the business law, the good faith principle in business relationships and the role of civil liability are also a goal of my lecture plan.



## João Rocha Santos

Polytechnic Institut of Setúbal

**Business Ethics and the sins of unsustainability - a combined approach between the new ethics chain of values and the DPOBE model for organizational sustainability.**

In recent past, many companies all over the world with strong reputation, recognized "health" and considerable financial performance and profits, with a long presence in their markets, fell down due to the world economic environment and the global financial crisis that arise in the first decade of the present century. Some of these companies revealed with their collapse some lack of government principles and procedures in several pillars considered essential to grant the organizational sustainability. Also some of them showed with their bad practices, performed by its managers by their own and sometime induced by their stockholders, a total lack of ethical principles, putting the priority mainly in the huge and fast achieve of financial profits. With this lecture it's pretended to make a combined analysis and discussion, using real business examples, between the lack of ethics in business and its impact on businesses sustainability, showing also some managerial practices considered by several authors has sins of unsustainability.

THE UK

## Nicola Adams

University of  
Wolverhampton



**The link between personal and professional ethical values for (future) managers**

I would discuss briefly where our personal ethical values come from and ask students to consider their own. Using examples which students can relate to, we would consider the impact of these on professional decisions and development, including choice of employer, management decision making, personal boundaries and associated actions. This can be linked to a comparison of stakeholder theory and stewardship theory as a way of managing an organisation and its corporate social responsibility. This would relate well to the Red Cross, since charitable/voluntary organisations can attract employees who are ethically and emotionally invested in the organisation's purpose in a different way than in commercial organisations. We would consider how a range of stakeholder views may influence ethical and CSR decision making within the organisation.

## **Christine Gilligan**

Sheffield Hallam University

### **Responsible and Sustainable business practice**

The lesson starts by outlining what responsible business practice is and why we need it. It will be linked to the UN Sustainable Development Goals and the triple bottom line. This will be in the area of corporate /private business organisations. In addition, the barriers to change, some of the drivers of change e.g. stakeholder pressure and some of the advantages of engaging in this agenda for business will be discussed. The next section will then look at how the SD Goals transfer into the voluntary. Voluntary sector organisations are values led and have either a social or environmental mission but very few have both - i.e. consider the triple bottom line. The final section will then explore a way of integrating social and environmental goals for both the private and voluntary sectors based on the concept of the circular economy.

## **Nasser Jamalkhan**

University of Hertfordshire

Provide an understanding of the major social issues that companies need to address in the global marketplace in order to be considered socially responsible practitioners  
Consider the use of codes of ethics by global companies to address issues relating to social responsibility.

Demonstrate how corporate social responsibility and ethical practice can provide competitive advantage in the global marketplace.

Greener and more Sustainable development.

## **Tony O'Brien**

Sheffield Hallam University

### **Managing data risks in the Digital Age: are organisations really equipped to deal with the social and ethical implications?**

Over the past three decades in particular, organisations have invested vast resources into the development and maintenance of enterprise-wide data/information systems. In more recent times, this has taken place within the context of an ever-increasing volatile environment which has witnessed the emergence and advancement of new technologies. As a consequence, organisations are now tied irrevocably to information technologies (IT) and information systems (IS), as never before not just to create competitive advantages but merely to survive.

Evidence tells us historically that organisations have had immense difficulty in managing their data assets. Given the ever more diverse challenges described above it is highly questionable whether any organisation can state that they are truly confident in managing the ethical and social risks around their data.

## **Jamie Rundle**

Sheffield Hallam University

### **Understanding business ethics and responsibility through case studies in disaster-relief operations**

The role of operations management (OM) – an all-encompassing discipline which includes supply chain management, process improvement, quality thinking, performance measurement, efficiency, and disaster management, but which ultimately delivers products or services to customers - is often downplayed in contemporary management thinking.

Yet firms increasingly place considerable importance on 'doing the right thing' for their stakeholders. Whether this means ethical sourcing, responsible practice, or simply addressing their needs, indeed, in the past twenty-five years, there has been a radical shift towards customer-centric processes and flexible operations. And as technology has increased so too has visibility of firms' activities, with implications for transparency and - not least - competitiveness. The lectures will explore how OM thinking can transform private, public and third-sector organisations. In particular, the lectures

encourages a shift away from the out-dated and corrosive tendency to focus on poorly-defined, meaningless performance measures - itself a curse of the private sector's destructive desire to financially reward managers for short-term performance.

## **Dr Rob Baker**

Sheffield Hallam University

### **Exploring the UN's 17 'Goals for Sustainable Development' and their relationship to Kontti and the Finnish Red Cross**

*Part 1: Demonstration of the Sustainable Development Goals;*

*Which goals are appropriate in the Kontti Case and why?*

*Part 2: (from a PERSONAL/INDIVIDUAL perspective): "Individuals' responses to ethical issues in the work of aid organisations: Value heuristics and priority setting."*

*Part 3 (from a FINNISH BUSINESS perspective): "Kontti and the Finnish Red Cross: exploring personal values in the workplace, values, attitudes and beliefs."*







## Metropolia Business School

[www.metropolia.fi/en](http://www.metropolia.fi/en)

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