



International Project Week  
12 - 16 May, 2014 Helsinki, Finland



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## WELCOME TO THE INTERNATIONAL PROJECT WEEK 2014!

This year marks a milestone for Metropolia Business School as we are celebrating the 10th annual International Project Week, IPW 2014. We are happy to have you all here with us on this special occasion and hope that you enjoy celebrating it with us!

It has always been important for Metropolia Business School to prepare our students for living and working in the global world. We provide our students with various possibilities for meaningful international experiences, from exchange study programs to internationalization right here at home, such as the IPW.

The IPW gives us all an excellent possibility to meet and greet new and old friends from our partner universities. The IPW offers a course

focusing on Business Ethics to raise awareness on ethical challenges in business. We have around 240 students, both Finnish and international, attending this week. You are representing one of the 15 lecturers and 8 students who will be working with our students during the week.

We hope that you will find IPW 2014 a unique experience. We will do our best to make your time here memorable, not only as a teaching or studying experience but also as an excursion to the different sides of Finland.

*The IPW Team 2014*





## METROPOLIA BUSINESS SCHOOL

All business degree programmes are taught in our Myyrmäki campus, which is on the border of the two cities; Helsinki and Vantaa. Our campus is also home to students of technology and the international Environmental Engineering degree programme. Altogether the campus has approximately 2500 students studying on full time basis.

Myyrmäki campus is a small and compact studying environment which has everything students need; modern teaching facilities, well equipped IT labs, extensive library, student cafeteria and a gym.

### Getting there


The campus, located at Leiritie 1, is 7 minutes away from the Myyrmäki railway station.

The M-train runs every 10 minutes between Helsinki Central Railway Station and Myyrmäki Railway Station. The trip takes around 20 minutes.


On the first day, Monday 13th May, there will be a pick-up service from hotel Scandic Simonkenttä at 08:00am.

For more information:  
<http://www.metropolia.fi/en/>


### METROPOLIA BUSINESS SCHOOL IN BRIEF




1500 students



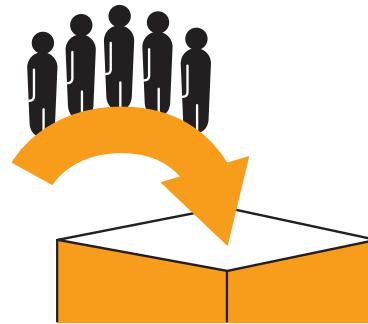
8 degree programmes



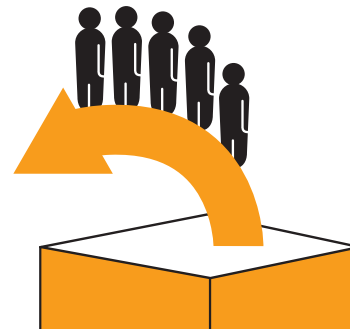
4 of them in English



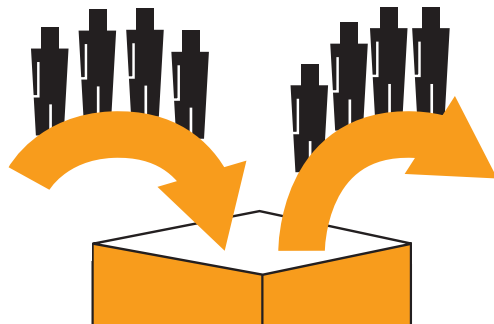
Staff approximately 60



100 Incoming Exchange Students in 2013  
(studies, including double degree students)  
(81 long + 19 short periods)



138 Outgoing Exchange Students in 2013  
(studies/internship)  
(83 long + 55 short periods)



19 Incoming and 17 Outgoing Teacher  
and Staff Exchanges in 2012

## IPW 2014 - PROGRAMME

### Sunday May 11<sup>th</sup> 2014

Arrival Day – Check in at hotel Scandic Simonkenttä

6:00 pm Informal get-together and welcome drinks

7:30 pm Dinner (self-funded) - Optional

### Monday May 12<sup>th</sup> 2014

8:00 am Pick-up from hotel

10:00 am IPW Kick-off

11:30 am Lunch break (30 mins) for students

12:15 pm Classes (2 x 45 min)

2:00 pm Lunch and afternoon coffee for teachers - Teachers' lounge

*Metropolia Business School staff and teachers and visiting lecturers get together.*

6:00pm Helsinki Sightseeing Walking Tour - Optional

### Tuesday May 13<sup>th</sup> 2014

9:00 am Classes (5 x 45 min)

3:30 pm Teachers: Outdoor activities in Nuuskio National Park

6:00 pm Students: Dinner at Konstan Möljä (offered by Metropolia Business School)

### Wednesday May 14<sup>th</sup> 2014

9:00 am Classes (3 x 45 min)

2:00 pm Company visit to Kalevala Jewelry

5:30 pm Students: University of Helsinki Botanical Garden

### Thursday May 15<sup>th</sup> 2014

9:00 am Classes (4 x 45 min)

1:45 pm Poster session preparation with students (optional for lecturers)

6:30 pm Teachers: IPW 10th Anniversary Celebrations: Casino Helsinki, Show and Dinner  
Dress code: dark suit

### Friday May 16<sup>th</sup> 2014

10:00 am Poster session

1:00 pm Teachers: Farewell lunch at Metropolia Business School cafeteria

6:30 pm Students: Suomenlinna Picnic

Metropolia Business School covers the costs for a travelling card for 5 days (Mon-Fri) and lunch Mon-Fri at Metropolia, for both visiting lecturers and students.

Metropolia Business School covers the costs for dinner on Tuesday (visiting students) and the show and dinner on Thursday (the visiting lecturers).

## VISITING LECTURERS AND COURSE DESCRIPTIONS

### AUSTRIA

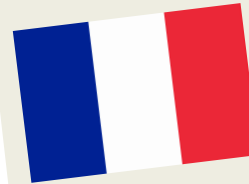
University of Applied Sciences  
of St. Pölten

Monika Kovarova-Simecek  
Financial Reporting and Business Ethics



This course will look into financial reporting from a business ethics point of view. Some of the themes covered during the course are corporate governance systems, top management frauds and accounting fraud, Sarbanes-Oxley-Act and codes of corporate governance.

### FRANCE



ESDES Catholic University of Lyon  
Alexandros Dimitriadis  
SRI Funds - Moralizing Investment  
Procedures

This course will focus on Socially Responsible Investment (SRI), which has been promoted, by professionals and academics alike, as a way of moralizing investment procedures. By the end of the course students should be able to describe how an investment fund is set up, differentiate between a typical and an SRI fund, and eventually answer for themselves the fundamental question "are SRI funds substantially more ethical than typical funds?"

### THE NETHERLANDS

Utrecht University for Applied  
Sciences

Floor de Groot  
Connection First: Personal  
Leadership in an Intercultural Setting



This course will look at leadership in intercultural settings. It will focus on the social, political and ethical issues related to intercultural attitude, intercultural cases, adaptation strategies and training.

### NHTV

Natalia Lutovinova  
Business Ethical Traditions in the Eastern and the  
Western European Countries

This course will compare business ethical traditions in the eastern and the western European countries based on their corruption rankings. The focus will be on supply chain management.

Saxion University of Applied Sciences

Andreas Rijkeboer  
HRM and Business Ethics

This course will look into HR policies in dealing with hiring, assessing and firing people and the ethical issues that apply to these. Students will learn theories on HRM, psychology, behaviour and how to deal with employees not being ethical. They will get an understanding and awareness of their own vision regarding ethics.

Windesheim University

Piet Westerhuis  
Globalization and Sustainability as Key Subjects in  
Business Ethics

This course will concentrate on globalization as the key context and sustainability as the key goal for Business Ethics. It will look into the ethical challenges of globalization and the global marketplace as well as consumers and corporate citizenship.

## GERMANY

HTW Berlin

Michael Jaensch

### Freedom of contract vs. Fairness

Business ethics involves the efforts of business organisations to meet their economic and social responsibilities. These responsibilities exist not only to stockholders, employees, the community, and the media but also and in particular to existing or potential business partners. Parties are free to decide whom they choose as their contractual partner and on what to agree in the contract. In the negotiation process parties naturally seek the best possible deal in their respective interest. However, there are limits of fairness the parties must not exceed. This course will take a look at these limits of fairness as opposed to the freedom of contract from a business ethical point of view.

Fachhochschule Nordhausen

Maurice Roche

### Ethics and Young Consumers

This course will look into the unscrupulous ways in which young people are targeted by companies seeking to sell age-inappropriate products and services to children and adolescents. The main focus will be on the kinds of products and services that pose a danger to the development and general well-being of young people and the consequences of such aggressive marketing on the victims as well as on the society as a whole in the long run.



Hochschule für Technik und Wirtschaft des Saarlandes

Barbara Weitz

### Business ethics and the law: The legal basis for ethical standards in business dealings

This course will take a practical approach to legal standards in areas influenced by the European law, internationally accepted legal standards or internationally leading national laws. The course will concentrate on the limitations on the freedom of contract, the rules for playing the market and transparency towards shareholders and investors.

Fachhochschule für Wirtschaft und Recht Berlin

Birgit Weyer

### From Oxymoron Case to Integrity Case - a Call for Moralization of Management

This course will look at corporate social responsibility and how managers may influence ethical business practice in the international context. Corporate Social Responsibility (CSR) will be approached from three different aspects: the Oxymoron Case, The Business Case and The Integrity Case.



## THE UK

Sheffield Business School at  
Sheffield Hallam University

Giovanna Battiston

**Ethics in Global Brand Management**

The course will look into the notion of brand equity and when and where it is appropriate to apply ethical practices to build brand differentiators. It will focus on the relevance of ethical brand management in the quest for sustainable competitive advantage across diverse markets at different stages of economic development.

Sheffield Business School at Sheffield Hallam University

Fariba Darabi

**Ethics in International Business**

This course will examine the key issues relating to ethics in the context of international business, with particular reference to corporate social responsibility and sustainability. The course will address the key ethical issues in international business from the perspectives of various stakeholders, including business owners and managers, employees, consumers and the wider society.

University of Hertfordshire

Nasser Jamalkhan

**The Importance and Impact of Business Ethics in Corporate Social Responsibilities**

This course will look at business ethics from both a theoretical and a practical viewpoint. There will be a mix of stakeholders, resource-based theories with a link to business ethics practices. By the end of the course



the students should be able to understand the influence of ethical practice in the internationalization process and the impact of pressures from stakeholders to protect the environment. They will also understand how the CSR principles are linked to the organisation's growth and performance.

University of Hertfordshire

Martina Pollakova

**The Theory and Practice of a Multinational Firm**

This course will focus on multinational enterprises and the differences in their behaviour and actions from a business ethics point of view. Some of the themes covered during the course are the role of globalisation in shaping the companies, the decisions about the location and the impact that multinationals have on the host economies as well as the potential impact that the multinationals may have on ethical issues in international business, such as employment practices, human rights and environmental issues.

Wolverhampton University

Lucy Zheng

**Straw Men Approaches to International Business Ethics**

This course will look at the straw men approaches to business ethics discussing the Friedman doctrine, cultural relativism, the righteous moralist and the naive immoralist.

## SOCIAL EVENTS AND EXCURSIONS

### Sunday May 11<sup>th</sup> 2014

6:00 pm **Get-together**  
Welcome drinks for students and teachers alike

### Monday May 12<sup>th</sup> 2014

6:00 pm **Helsinki Sightseeing** Walking Tour  
Getting to know Helsinki with a guided tour

### Tuesday May 13<sup>th</sup> 2014

3:30 pm **Teachers: Nuksio National Park**  
Visiting the Finnish Nature Centre Haltia, outdoor activities and light snack

6:00 pm **Students:** Dinner at Konstan Möljä

### Wednesday May 14<sup>th</sup> 2014

2:00 pm **Company visit to Kalevala Jewelry**  
Visiting one of the largest jewelry manufacturers in northern Europe. The company designs, manufactures and markets high-quality gold, silver and bronze jewelry, and owns two high-level consumer brands: Kalevala Jewelry and Lapponia Jewelry.

5:30 pm **Students: University of Helsinki Botanical Garden**

### Thursday May 15<sup>th</sup> 2014

6:30 pm **Teachers: A Night in Hollywood**  
IPW 10th Anniversary Celebrations  
Show and Dinner at Casino Helsinki  
Dress code: dark suit

### Friday May 16<sup>th</sup> 2014

6:30 pm **Students: Suomenlinna picnic**





## 10 TIMES IPW EQUALS GOOD MEMORIES (WITH PHOTO EVIDENCE!)



The first International Project Week was organised in 2005.

**Company visits** have always been a part of social programme of the week. Here we are at Nokia headquarters in Espoo in 2006, when Nokia was the leading company in mobile phone business.



Before the actual teaching week **informal get-together** meetings on Sundays have been a nice way to get to know other visiting lecturers. Here we are on a pier in Tammisaari in 2007.



In 2010 we went on a **trip** to Tallinn, Estonia to explore the old town, some museums and had medieval lunch in Olde Hansa restaurant. Everybody enjoyed the visit and the sunny day there (David is holding an umbrella just for fun).



## EXPERIENCING HELSINKI

Helsinki is an easy-going city with its large green areas and strong presence of the sea. It is a dynamic city around the year with its over half a million residents and the city is characterized by the flavours of both East and West.

### Must-sees

The **Suomenlinna Island** with its fortress, a UNESCO heritage site, is just within a 15 minute ferry-ride outside the city of Helsinki. The **Restaurant Torni**, on Kalevankatu has a wonderful terrace high above the roofs with an excellent view over the city of Helsinki. A stroll along **Esplanadi**, the scenic boulevard with its many cafes in central Helsinki, is also a must together with its market square by the sea. The Neo-classical **Senate Square** alongside with the **Helsinki Cathedral** is undoubtedly one of the main sights of Helsinki.

### Culture

Helsinki has around 80 museums and a large number of concerts and operas running around the year. **The Finnish National Opera**, the **Kiasma Museum of Contemporary Art** and the **Helsinki Music Centre** are all located along Töölönlahti bay.

### Design

Design has always been a part of the Finnish way of life; something we learn to appreciate when we are kids and carry along until we are old. The city was voted the 2012 World Design Capital and the **Design Museum** shows excellent examples of the Finnish style and creativity. The **Design District Helsinki** with almost 200 specialty stores around Helsinki is also worth looking into.

### Shopping

If you are interested in Finnish design and products, then Marimekko stores in the city centre are definitely worth visiting. **Marimekko Flagship Store** is conveniently located on *Pohjoisesplanadi 33* and is open Mon-Fri from 10am-8pm and on Sat 10am-5pm.

**Globe Hope** is a Finnish company that designs and manufactures ecological products from recycled and discarded materials. You can find Globe Hope stores around Helsinki, for example in Lasipalatsi, near Kamppi Shopping Centre. **Globe Hope Lasipalatsi** is open Mon-Fri from 10am-8pm and on Sat 11am-5pm.

**Kluuvi Shopping Centre** on *Aleksanterinkatu 9* has a unique and fresh combination of top fashion brands, Finnish design and locally-produced organic food.

**Stockmann** on *Aleksanterinkatu 52* has a huge variety of quality products and a nice food store in the ground floor.

**Forum** on *Mannerheimintie 14-20* hosts popular clothing shops like Backstreet, H&M, Motivi, Vila, O.N.L.Y, and many more.

**Kamppi Shopping Centre** is located *next to the Scandic Simonkenttä Hotel*. There is always something going on at Kamppi from early morning until late at night.





## SURVIVAL KIT IN FINNISH

### SURVIVAL KIT IN FINNISH LANGUAGE

kyllä	yes	näkemiin/ hei hei	good bye/ see you
ei	no	anteeksi	sorry/ excuse me
kiitos	thank you	avoinna/ auki	opening hours
hei/ moi	hello/ hi	suljettu/ kiinni	closed
hyvää iltaa	good evening	vedä	pull
hyvää yötä	good night	työnnä	push
hyvää huomenta	good morning	ulos	exit
hyvää päivää	good afternoon		





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