



Expertise and insight

for the future

International Project Week
16 - 20 May, 2016 Helsinki, Finland



TABLE OF CONTENTS

Welcome to the International Project Week 2016	3
IPW 2016 Location.....	4
Metropolia Business School in Brief	5
IPW 2016 - Programme.....	6
Finishing the Week with IPW Poster Session.....	7
Visiting Lecturers and Course Descriptions	8

WELCOME TO THE INTERNATIONAL PROJECT WEEK 2016

We are pleased to welcome you all to our International Project Week 2016!

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 15 visiting lecturers or 27 visiting students who join the students at Metropolia Business School to discuss business ethics from various different viewpoints to increase our awareness on ethical challenges in business worldwide and to solve real-life cases provided by the Finnish Red Cross.

We hope that you will find IPW 2016 a good 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 2016



The IPW 2016 team (from left): Minna Kaihovirta-Rapo, Anne-Mari Raivio, John Greene, Anu Luoma, Terhi Topi, Oksan Niemi



IPW 2016 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.

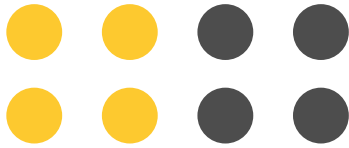
You can catch the U Train, A Train or E Train to Leppävaara approximately every 10 minutes from the Central Railway Station in Helsinki. The trip takes around 20 minutes.

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



METROPOLIA BUSINESS SCHOOL IN BRIEF

8 degree programs



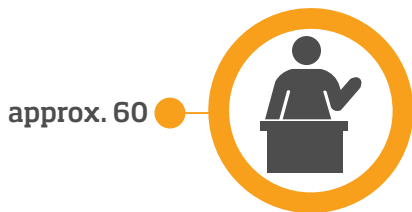
4 of them in English

Students



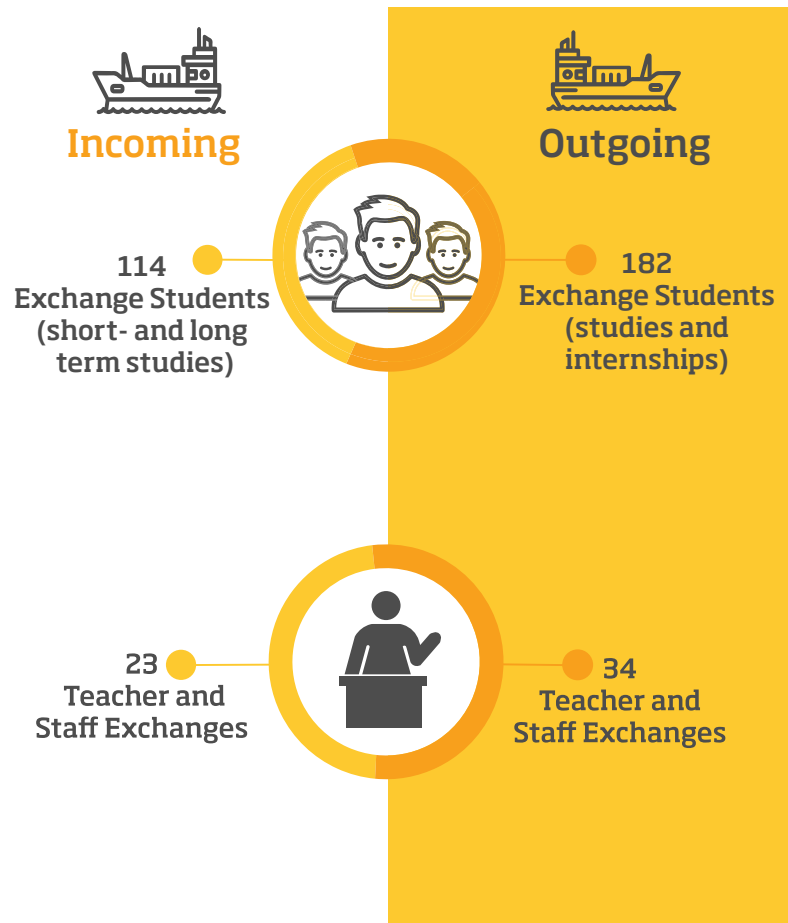
1500

Staff



approx. 60

Student and staff exchange in 2015



IPW 2016 - PROGRAMME

Sunday May 15th

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

Monday May 16th

- Pick-up from the hotel at 8.15
- 9.15 am Visiting teacher briefing
- 10 am IPW Kick Off (opening of IPW, introductions of guest lecturers and cases)
- 12 - 1pm Lunch
- 1 - 4 pm Classes - Lecturer A (3 x 45 min)
- 4.30 pm Optional social programme for lecturers: Suomenlinna Fortress

Tuesday May 17th

- 9 am - 12 pm Classes - Lecturer B (3 x 45 min)
- 12 pm Lunch at Metropolia cafeteria
- 1 pm-4 pm Case Workshop - Lecturers A & B

Wednesday May 18th

- 9 am- 12 pm Case Workshop - Lecturers A & B
- 12 pm Lunch at Metropolia cafeteria
- 1 pm - 3 pm Representatives of Finnish Red Cross available for consultation
- 2.30 pm Company visit for lecturers (optional): Lasten Päivän Säätiö

Thursday May 19th

- 9 am-12 pm Case Workshop - Lecturers A & B (3 x 45 min)
- 12 pm Lunch at Metropolia cafeteria
- 1 pm Poster session preparation with students (optional)
- 6 pm Lecturers' Dinner at Saaristo - Pick-up from the hotel at 5pm

Friday May 20th

- 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 course /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 find **an information package** for poster presentation with ideas and useful internet links on the IPW 2016 Wiki page: <http://bit.ly/MetroIPW>.

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

SPAIN

Universidad Europea de Madrid
Maria Lourdes Garcia
Salmones Fernandez



Inspiring people to volunteer for and collaborate with NPOs, important elements to consider

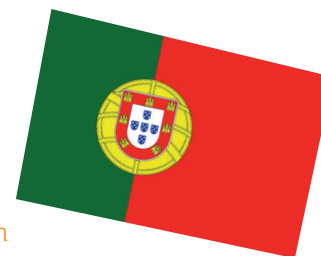
Non-profits organizations (NPOs) are a fundamental part of our communities providing a variety of services that may not otherwise be available. NPOs charge little or nothing for their services, and therefore require funds from governments, philanthropic funds, and public donations or through volunteer work to provide those services. Although the benefits of collaborating and volunteering are at great extent proven by research, it is often quite challenging for NGOs to obtain either those funds or volunteers willing to help. What are the factors that influence the personal decision to become involved or collaborate with NGOs?

PORTUGAL

Instituto Poitécnico de Setúbal

Micaela Lopes

The principle of good faith in business relationships



The principle of good faith is not only an ethical and moral principle, but essentially as a guiding legal principle in business relationships in international context. The three lectures will contribute to clarify the role of the good faith principle when creating a marketing and communication plan and will contribute to aiding student understand of the different legal and cultural issues.

UNITED KINGDOM

Sheffield Hallam University

Dr. Robert Baker

Decision-making heuristics in resource allocation in the Finnish Red Cross: rational irrationality in deciding who gets what



An interactive lecture exploring how Fisher's (1998) six values concerning priority setting might affect resource allocation in an international aid effort. An interactive lecture building on Rokeach's (1973) work on terminal and instrumental values and Lindfelt's (2004) examination of ethics in Finnish business.



Sheffield Hallam University

Michael Carlton

Altruism and Egoism: The pull of doing the right thing & Exploring complex issues with Systems Thinking



Lectures will explore how the concepts of egoism and altruism can help to explain individuals' ethical decision making. The lectures provide background on how volunteers and would-be volunteer workers make difficult (ethical) decisions when deciding whether to volunteer and in what capacity. This will help to inform any marketing or communications plan. Further lectures will focus on the organisational and managerial perspective. Lectures will review the argument that if we are to successfully manage complex global issues there is a need for government, business and civil society to work together and use "joined-up" thinking.

Southampton Solent University

Alex Dimitriadis

Socially Responsible Investment (SRI) appraisal criteria & lessons learned from isolation in aiding the Red Cross.

Have students understand how the sponsors of a non-profit project apprehend its performance. Seafarers' Isolation and current efforts made to overcome it as well as examples of healthy and active youth suffering from isolation should help students empathise with the elderly and the examples presented should be a source of inspiration for developing Finnish Red Cross Friend Visitor activities.

Sheffield Hallam University

Jamie Rundle

Exploring business ethics through the operations management lens

Firms increasingly place considerable importance on 'doing the right thing' for their stakeholders, yet the role of operations management (OM) is often downplayed in contemporary management thinking. OM-related activities - such as supply chain management, process improvement, quality thinking, performance measurement, efficiency, and disaster management – are often inherent to the integrity of organisational responsibility. The lectures will explore how OM thinking is transforming 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, as well as the destructive desire to financially reward managers for short-term performance.

Wolverhampton University

William Scarf

Corporate Social Responsibility, personal ethics, and the Finnish Red Cross

For the Red Cross, as a charitable organisation, CSR is central to the organisation's identity. Allocation of scarce human and medical resources publicly indicate the personal ethical standards of doctors and their teams. The dilemma of bribery for charities will be investigated, when the Red Cross needs access to dangerous parts of the world. Consistently high integrity is essential for the credibility of the Red Cross in financial relationships with governments medical teams and individual donors.

NETHERLANDS

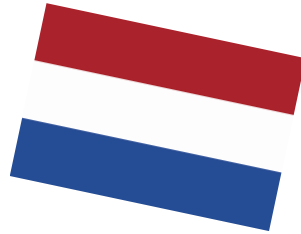
Zuyd University
 Peter Frambach
 Ethics Game

The ethics game will revolve around a number of questions related to participants skills, knowledge, culture, finance, surprise, happiness, creativity, language and sports.

While playing the game the host (the lecturer) not only asks the questions but also gets to discuss the answers and all sorts of related issues, leading to many new insights for the players. Lots of cultural and ethical details also become apparent as the game progresses. The comments of the players also determine what the discussion will center on.

Zuyd University
 Rick Majjer
 The ethics of lobbying in the EU

Is lobbying at all ethical? Large companies dominate it and therefore it is perceived that there is an imbalance in interest representation, one could argue at that this is at the expense of consumers.



Zuyd Hogeschool

Frans Keulers
 The choice between studying/pleasure and volunteering

The Red Cross has to face the dilemma of running an organization using volunteers or making the organization more efficient by using some market conform instruments (e.g. financially rewarding services).

In relation to CSR the question could be raised whether the Red Cross is managing all its stakeholders efficiently, employees, volunteers and clients are their first concern but schools, chamber of commerce, local business could all become useful partners in solving their problems. Some of these stakeholders have similar problems and could benefit from shared solution.

Saxion University
 Ton Van Baaden
 The essence of HR Management & Volunteer Management

The course will review the essence of HR management, volunteer management and a third part will be a discussion in how far these two themes can be integrated.

Depending on the final confirmation of pairing above Peter Frambach will provide his ethics game to one or more groups.



GERMANY

HTW Berlin, Germany

Michael Jaensch

Contract Law and Ethics:

Running a Business - The impact of
Rules of Fairness on Contract Law

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.

Hochschule für Technik und Wirtschaft des Saarlandes

Barbara Weitz

Reviewing non profit goals & profit organisations CSR
and legal constraints

An overview and definitions of non-profits and their goals while reviewing profit organisations goals and CSR followed by financial and technical support as well as the involvement of company employees as volunteers. Legal issues in relation to youth volunteers and the legal aspects will be reviewed.



POLAND

Kozminski University

Robert Sroka

The role of business in
building inclusive societies -
an ethical perspective

The Finnish Red Cross rightly pointed out that loneliness is one of the most significant problems in Finnish society. This issue affects not only the Finnish society but also almost all contemporary societies. Loneliness is not only social problem but also much more an ethical problem. French philosopher Paul Ricoeur defined ethics as: aiming at the good life with and for others, in just institutions. Ricoeur in his definition of ethics indicates social aspect of ethics. Without others it is very difficult to achieve happiness. Therefore societies should create inclusive mechanisms allows building strong relationships, especially with those who have problem with social relationships (lonely). Business should play a major role in building the inclusive society.





Metropolia Business School

Leiritie 1, 01600 Vantaa

www.metropolia.fi/en

IPW Team contact information:

Minna Kaihovirta-Rapo, Senior Lecturer

Tel. +358 40 138 8346

Email: minna.kaihovirta-rapo@metropolia.fi

Room: B324

John Greene, Senior Lecturer

Tel. +358 9 7424 5506

Email: john.greene@metropolia.fi

Room: A105

Anne-Mari Raivio, Senior Lecturer

Tel. +358 40 509 7057

Email: anne-mari.raivio@metropolia.fi

Room: B324

Terhi Topi, International Coordinator

Tel. +358 40 652 7661

Email: terhi.topi@metropolia.fi

Room: B151

Anu Luoma, Programme Coordinator

Tel. +358 40 714 5117

Email: anu.v.luoma@metropolia.fi

Room: B215

Oksan Niemi, Programme Coordinator

Tel. +358 40 635 1500

email: oksan.niemi@metropolia.fi



Helsinki Metropolia University of Applied Sciences

PO Box 4000 (Bulevardi 31)

FI-00079 Metropolia, Finland (FI-00180 Helsinki, Finland)

Tel. +358 9 7424 5000

Fax +358 9 7424 5002

www.metropolia.fi/en

www.facebook.com/MetropoliaAMK

