



Metropolia Master's Master's Summer School in August 2018

Metropolia University of Applied Sciences is pleased to announce the following course offering in its multidisciplinary Master's Summer School, to be organized as pre-start for the Academic Year 2018 – 2019:

Two courses - choose one or both!

L000CF93- Corporate Social Responsibility, 5 ECTS

Instructor: Gyewan Moon, PhD, Professor of Management, Kyungpook National University, South Korea

Contact sessions: Mon 20 Aug 9:00-12:15 - Thu 28 Aug 9:00-12:15 every weekday.

Location: Metropolia Myyrmäki Campus (Leiritie 1, Vantaa)

- an elective course for Master's students of various disciplines
- contains both pre-task(s), cases and independent & team work along the course, as well as course assignment(s) afterwards

Course contents

CSR Background and Core Issues, CSR and the Sustainability Sweet Spot, Lessons on Launching and Sustaining Sustainability Efforts, CSR as Innovation, CSR Case: Samsung, LG, Pepsi, Unilever, CSR as Global Citizenship – the IBM Case, CSR in Cultural Context, Developing Strategic Partnerships between nonprofits and business. Cases will be provided also from the public / third sector.

Learning outcomes of the course

At the end of this course students will be capable of understanding the roots of CSR, the critical elements of a CSR initiative, the implementation issues of a CSR initiative, developing a strategic communication plan for CSR, as well as auditing an existing CSR initiative.



Take this opportunity and deepen your managerial and leadership competences through the Metropolia Master's Summer School offering.

L000CF92- Diversity Management, 5 ECTS

Instructor: James Collins, PhD, Senior Lecturer of Organisational Development & Management Research, Helsinki Metropolia University of Applied Sciences, Finland

Contact sessions: 16 Aug - 24 Aug on Thu and Fri at 13:00 - 17.30 and Wed 29 Aug - Thu 30 Aug at 13:00 - 17:30

Location: Metropolia Myyrmäki Campus (Leiritie 1, Vantaa)

- an elective course for Master's students of various disciplines
- contains both pre-task(s), cases and independent & team work along the course, as well as course assignment(s) afterwards

Course contents

Students are introduced to the multiple topics that are encompassed by the notion of 'diversity', particularly with regard to organizations and business, and contribute to current arguments about diversity management and their relevance in real business / organizational contexts. A pre-course assignment asks that students reflect on their experiences with regard to diversity and managing diversity (full details later).

Learning outcomes of the course

The student is familiar with current thinking about diversity and its management and in this context the 'hot' issues that are faced by organizations (global or otherwise). S/he is able to argue why embracing diversity and valuing difference are crucial to business success, for example, their contribution to organizational change, innovation, and challenging stale or out of date processes and practices. Learning is made relevant to contemporary business issues in order that it is relevant to practice.

Registration for Master's students from international partner institutions:

Please register online with the following procedure:

1. Fill out and send your [Master's Summer School application](#) in Mobility Online:
 - o *Purpose of the short-term mobility period:* Select 'Business School Master's Summer School'
 - o *Additional information:* Include the name(s) of the courses you wish to attend
 - o *Degree Programme at Metropolia:* Select 'International Business and Logistics - tuition in English, 0410'
2. Finalise your application by accessing your personal workflow in Mobility Online. You will receive a set of instructions by e-mail after submitting your application form.
3. Upload an official transcript of records from your home institution verifying your master student status. Your application is complete when you have completed all three steps above. **Please complete your application the latest on May 20st 2018.** If you have any questions, please contact Ms. Senja Niskala, Study Coordinator, via e-mail: [senja.niskala\[at\]metropolia.fi](mailto:senja.niskala[at]metropolia.fi)

Welcome!

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