



Expertise  
and insight  
for the future

## Metropolia Master's Summer School, August 2019

Metropolia University of Applied Sciences is pleased to announce the following course offering in its multidisciplinary Master's Summer School, to be organized as a pre-start for the Academic Year 2019 – 2020.

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

### **Two courses - choose one or both!**

#### **L000CF93-3009 Corporate Social Responsibility, 5 ECTS**

*Instructor:* Gyewan Moon, PhD, Professor of Management, Kyungpook National University, South Korea and Zinaida Grabovskaia, Lic.Phil., Senior Lecturer, Metropolia University of Applied Sciences

*Contact sessions:* Mon 19 Aug - Thu 27 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.

## L000CF92-3009 Diversity Management, 5 ECTS

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

*Contact sessions:* 14 Aug - 23 Aug on Wed, Thu and Fri 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:
  - *Purpose of the short-term mobility period:* Select 'Business School Master's Summer School'
  - *Additional information:* Include the name(s) of the courses you wish to attend
  - *Degree Programme at Metropolia:* Select 'Business Development - Master's, 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 31<sup>st</sup> 2019.** If you have any questions, please contact Ms. Laura Mattila, Study Coordinator, via e-mail: [laura.mattila\[at\]metropolia.fi](mailto:laura.mattila[at]metropolia.fi)

### **On behalf of the organizing network**

Erja Turunen

Master's Team Supervisor, Head of Degree Programme

Metropolia University of Applied Sciences

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