Metropolia Master's - Certified
Degree for Your Professional Career

Master's Summer School in August 2015

Helsinki 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
2015-2016.

Choose one or two of the following:

L000CF93-3001 Corporate Social Responsibility, 5 ECTS
Instructor: Gyewan Moon, PhD, Professor, Kyungpook National University, South Korea
Contact sessions: 10 -18 August, at 9:00 - 12.15
  Week 33 on Monday thru Friday
  Week 34 on Monday and Tuesday
Location: The Business School, Metropolia, Leiritie 1, Vantaa
(Myyrämäki)
  - 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.
L000CF94-3001 HRM: Strategic Workforce Planning, 5 ECTS
Instructor: Gernold P. Frank, PhD, Professor of Management, HTW Berlin, Germany
Contact sessions: 10 -18 August, at 13:00 - 17.30
   Week 33 on Monday thru Thursday
   Week 34 on Monday and Tuesday
Location: The Business School, Metropolia, Leiritie 1, Vantaa (Myyrmäki)
   - 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
   - prior knowledge and understanding of HR issues necessary

Course contents
Labour turnover and mobility, Impact of M&A and demographic changes, Change and transformation of companies in relation to HR, The revival of R3 as basis for a HR strategy: Recruit – Refresh - Retain, The HR Value Chain, Best practices & cases of Strategic Workforce Planning

Learning outcomes of the course
The student is able to practice strategic thinking in HR issues. He/she is able to identify relevant future developments and knows how to use the Scenario Method in doing so. The students understand why SWFP is important for the HR Value Chain and for the appreciation of HRM at all. He/she is able to conduct SWFP in an organisation and he/she understands the importance and the benefits of SWFP. He/she will be able to manage operational challenges effectively by using the SWFP-cycle. Furthermore, the student recognizes the main barriers for successful SWFP and finds ways to overcome those barriers.

L000CF92-3001 Diversity Management, 5 ECTS
Instructor: James Collins, PhD, Lecturer of Organisational Development & Management Research, Helsinki Metropolia University of Applied Sciences, Finland
Co-instructor: Rebecca Kihlman, MSc., Senior Lecturer of Cultural Management, Helsinki Metropolia University of Applied Sciences, Finland
Contact sessions: 19 - 28 August, at 13:00 - 17.30
   Week 34 on Wednesday, Thursday and Friday
   Week 35 on Wednesday, Thursday and Friday
Location: The Business School, Metropolia, Leiritie 1, Vantaa (Myyrmäki)
   - 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 fill out an online registration form at https://elomake.metropolia.fi/lomakkeet/13243/lomake.html the latest on June 14th 2015.

If you have any questions, please contact Ms Laura Mattila, Study Coordinator, via e-mail: laura.mattila[at]metropolia.fi.

**Take this opportunity and deepen your managerial and leadership competences through the Metropolia Master’s Summer School offering!**

Welcoming you on behalf of the organizing network

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