

International Business and Strategy

Session 12: Course wrap-up

Purpose of this course is...

- To introduce students to international business and strategy
- To provide a comprehensive understanding of the complexities of operating in a globalizing world as well as the opportunities it offers
- To advance the understanding of various theoretical aspects of international business and strategy and applying it to real-life cases
- To develop hands-on skills of operating in the international business environment
- To expose students to a conflict resolution simulation facilitated by the international NGO, CMI (Crisis Management Initiative)

Themes of the sessions

1. Introduction to the course & Ruskovilla Switzerland case (with Minna Schmidt)
2. Organizational culture & Freska case (with Susanna Takkunen)
3. CMI (Crisis Management Initiative) simulation (with Dennis Matveev)
4. Cultural differences & ethics and sustainability in an international context
5. Foreign direct investment & international business strategy
6. Feedback session
7. Foreign market entry & global production and supply chains
8. Global human resource management (with Kalliopi Platanou)
9. Group presentations: Ruskovilla Switzerland case
10. Coaching session on blog communication (with Pinja Kallis)
11. Group presentations: Freska case
12. Course wrap-up

Reflect and write down individually....

- 1) What were your main take-aways of the course?
- 2) How did your own view of international business and strategy change as an outcome of the course?

Learning outcomes

Upon completion of the course, you are expected to:

- Understand theoretical, empirical, and managerial issues in international business and strategy
- Apply theoretical knowledge to real life companies and find possible solutions
- Analyze information from real life companies (including, for example, news and reports) and combine it with the theoretical insights obtained during the course
- Understand ethical dilemmas faced by firms operating in a global context
- Develop skills to manage conflict in a global context through a simulation case study
- Communicate your problem solution in a professional way (e.g., through in class presentations and blog posts)



Criteria for grading the case study in groups (50%)

1 p.: Executive summary: What is this case study about? (“step back”)

2p.: Use of theory, depth of analysis and quality of insight: : How well do you use theoretical concepts as a thinking tool (“glasses”) to make sense of and explain the case? How well do you present your analysis and answer the question(s)? (course material and beyond)

1p.: Action plan: advantages/disadvantages, pros/cons, facilitators/inhibitors, plusses/minuses etc. (= answers to the questions)

1p.: Quality of presentation: To what extent did the presentation improve based on feedback?

+ evaluation by the case company representatives

Writing a blog post

- 1) **Find a topical and timely issue in international business and strategy and write a blog post about it.**
- 2) The purpose of the assignment is to write an opinion piece with the purpose of targeting a wide audience. A coaching session on blog communication by Pinja Kallis (ProCom) was offered
- 3) Format: 1200 – 1500 words (including references, min 5 references)
- 4) Deadline: **February 24th** at 18:00, on MyCourses
- 5) To be graded 0-5

Criteria for grading the blog post (25%)

1p. Topic: Justification of the topic selection (“why is it important and timely?”, title)

1p. Structure: Logic and clarity of the argument

1p. Reflection and critical thinking: providing and challenging different views on the topic

1p. Depth of the analysis and quality of insights: how well you present the analysis

1p. Writing style: Persuasiveness, rhetorical strategies, interest and attention factors, use of different sources, full sentences, not brief bullet points.

Grading

- 1) Case study in groups (50%)
- 2) Individual assignment – blog post (25%)
- 3) Quizzes (24%, 6 x 4 points)
- 4) Bonus point for answering the course feedback survey (1%) and for attending the other case presentation

Final grade 0-5

- *0-50 points = 0*
- *50-59 points = 1*
- *60-69 points = 2*
- *70-79 points = 3*
- *80-89 points = 4*
- *90-100 points = 5*

Studying International Business at Aalto University

A globally recognized IB group at Aalto

- Our research conducted in the area of international business and strategy was ranked 12th in the world during 2014-2017 by the Korean University Business School Ranking (<https://kubsrankings.korea.ac.kr/>)
- We are proud to deliver excellent teaching and learning experiences to our students at the main campus and in Mikkeli
- A large and well-regarded PhD programme in international business
- We offer research assistant jobs to give opportunities for academic careers all year around (submit your application to Sanni Riit'aho by February 15, sanni.Riitaho@aalto.fi)

Real-life examples are at the core of IB courses



Goal: Not just to teach content, but to help students learn how to apply content

There is nothing as practical as a good theory

“The advantage of theoretical frameworks is that they allow you to structure and manage ambiguity and uncertainty.”

Personal interview with Sari Baldauf, ex-senior manager of Nokia, alumni of IB





Hello!

I'm Jannika Hyövälti

“I chose IB because I wanted to get a broad understanding of the challenges MNEs are facing today and learn how they could overcome them.”

“In addition, I was interested in sustainable development and the innovation opportunities it creates. Also, I wanted to study how different stakeholders could best help companies to become more sustainable. “

Julia Peltonen: What studying IB has brought me?

Personal Skills



Ability to understand global business culture

Using exchange programs as an ability to learn IB in practice

Speaking fluent English, Swedish, and German

Academic Skills



Combining learnings from multiple topics

Teamwork and communication skills

Implementing readings and learnings into work life

Business Skills



Using strategic, financial and management models

Working with business operations

Understanding global business field

Success Skills



Handling tight deadlines

Striving for success

Ability to start a career abroad



Hi guys!

ella.wikberg@aalto.fi

**I'm Ella Wikberg,
5th year student at Aalto University.**

“And some promotional stuff:

Not only will MIB provide you a wide selection of excellent courses that have a well-executed connection between theory and practice, you will also be able to design your toolkit specifically for your own interests thanks to the wide selection of specialization areas and course-mixes you can choose from. Also, the proffs are great, but you know that already.”

“Why I chose IB? Wow, where to begin. I could talk about this for a loooong time. So, hit me on my email if you wanna talk, hear some crappy motivational speech and me to convince you, cos I can totally do that. But yeah, the biggest reason for the choice of IB for me have to do with my future goals, which actually are still something quite personal to me -- but like who cares. Maybe this could help someone.

So, long story short, during my bachelor studies in Economics programme, I found my passion in contributing to the work of making this world a better place to born to -- a place where every person has a chance to live a life of inherent dignity and equal respect and access to resources. Therefore, through IB, I was able to broaden my perspective on our ever-changing increasingly global business and economic environment, and most of all, to see just how powerful change-makers multinational corporations can be when the processes in the company are done “right”. So, there you go. Follow where your passion is, what makes you feel stuff -- you know. And don't laugh in you mind for this cheesiness, I'm serious. Find something meaningful for you and you will actually enjoy your studies.”

Master's Studies in Management and IB

A variety of specialization areas to choose from!

- Strategy Work
- Sustainability Management
- Human Resource Management
- Organizational Communication
- **International Business**

“Are you passionate about working together with different people and leading effectively in an increasingly multi-cultural, complex, digitalised world? If so, choosing international business (IB) as your specialisation area is the right option for you. Studying IB prepares you to take strategic action in small entrepreneurial ventures as well as multinational organisations, in Finland, and across the globe.”

(<https://www.aalto.fi/study-options/masters-programme-in-management-and-international-business>)

MIB graduates are happy with their degree

Graduates satisfied with their degree

- One year after graduation **100%***
- Five years after graduation **92,5%****

Working abroad in 2017

- **12%** of 2012 Management graduates
- **8%** of 2012 IB graduates
- **23%** of 2016 MIB graduates

Survey in 2017, MIB/IB students graduated in 2016* and 2012*

High employment and interesting jobs

In 2017...

- Of 2012 IB graduates, **87%** were employed full-time
- Of 2012 Management graduates, **94%** were employed full-time
- Of 2016 MIB graduates, **86%** were employed full-time
- Most common field of employment was consulting and most common tasks related to HR, marketing/media, consulting
- Most find their first job before graduation

***Survey in 2017, IB/MIB students graduated in 2016 and 2012**

Alumni



**Tiina Alahuhta-Kasko, CEO and President
at Marimekko (IB & CEMS)**

**Sami Itani, Regional
manager, Adecco Finland,
President of the Finnish
Athletics Federation (IB
PhD programme)**



CEMS at Aalto University

Global. Prestigious. Engaging.



Aalto University
School of Business



THE GLOBAL ALLIANCE IN MANAGEMENT EDUCATION

Aalto in CEMS

- Member since 1998
- Ca. 30 graduates yearly (amount will increase significantly within the next years due to the adding of the new Global Management Master's Programme in 2017)
- Unique combination of the Schools of Business, Technology and Arts



What makes CEMS attractive for students?

Active **CEMS Corporate partner** involvement provides students with **practical and professional skills** and contacts:

- Real-life course cases
 - Business projects
 - Seminars on practical skills
 - Company visits
 - Recruitment channels
- + CEMS Club and Alumni events with companies*



What makes CEMS attractive for students?

Multifaceted studies

- Opportunity to **deepen and broaden** their specialized knowledge during the CEMS MIM year
- Studying **at Aalto and at another high-quality CEMS School** with students from all-around the world

CEMS Network events: CEMS Career Fair, Nordic Forum, Global CEMS Graduation, Other regional events

Alumni network: The comprehensive CEMS experience continues even after graduation through involvement in the organization's global alumni network with more than 10.000 Alumni



Enjoy your
studies
with us at
Aalto and
happy
Valentine's
day!



Aalto University
School of Business