### Course syllabus

**Instructors:**

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**COURSE DESCRIPTION:**
The aim of the course is to provide non-Finnish citizens a general overview of factors influencing business operations in Finland (history, political, legal and economic systems, culture), in particular, the operations of companies. The focus of the course is on business legislation, Finnish consumer behavior, marketing to Finns, Finnish negotiation style and management styles, and hands-on guidelines how to establish a company in Finland.

**LEARNING GOALS:**
The students will have an understanding of the Finnish business culture and Finnish society including the Finnish leadership and negotiation styles.

**After completing the course, you will be able to**

- Identify cultural characteristics that are typical for marketing and management in Finland – in international comparison
- Critically examine the Finnish business environment and the society it is embedded in
- Apply the above theoretical knowledge and understanding to practical case/report

**Target group**
This course is for non-degree students, especially refugees and incoming exchange students.

Degree students at Hanken: You cannot include this course in your major or minor subject studies.

A maximum of 40 participants, due to that there are no prerequisites for participation and the knowledge level will vary much more than usually, in order of enrolment.

Quota for non-degree students: 20
Quota for incoming exchange students: 20

**Total hours of work:**
106 hours divided into
- Scheduled hours: 16 h seminars and 10 h presentations
- Non-scheduled work: 80 h

**Learning methods:**
Seminars, cases, team work in form of term papers and class discussions

**Examination**
Class participation 25%, Business Plan Report OR Term Paper (team work) 75%

**Examinator**
Pia Polsa, Other teachers for example Tricia Cleland Silva, Gyöngyi Kovacs, Jan Sten, Hannele Seeck

**Period**
Period 4 14.3.2016-6.5.2016
## DETAILED TIME TABLE

<table>
<thead>
<tr>
<th>Date and time</th>
<th>Room</th>
<th>SESSION</th>
<th>Readings BEFORE the session</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>28.4.2016 8.30-9.30</td>
<td>210</td>
<td>Introduction to the course</td>
<td>Please read the information on the course home page and prepare questions</td>
<td>Pia Polsa Tricia Cleland Silva Gyöngyi Kovacs</td>
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<tr>
<td><strong>13.15-14.15</strong></td>
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<td>LUNCH</td>
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<tr>
<td>28.4.2016 Ca. 18.00-</td>
<td></td>
<td><strong>THEME 5</strong> Finnish Food Culture</td>
<td><strong>DINNER</strong> sponsored by the rector of Hanken</td>
<td>At Hanken</td>
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<tr>
<td>Date and time</td>
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<td>SESSION</td>
<td>Readings BEFORE the session</td>
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| 29.4.2016 8.30-10.30 | 309  | **THEME 4** How to establish company in Finland | CORE material  
Tricia Cleland Silva  
Paulo de Tarso Fonseca Silva (Metaphora) |
| 29.4.2016 10.45-11.45 | 309  | **THEME 5** Finnish management history and style | CORE material  
SUPPLEMENTARY material  
| 29.4.2016 13.00-15.45 | Festsalen | **FINNISH LABOR MARKET EVENT** | CORE material | Hannele Seeck |
| 15.45- | | LUNCH | | |
| 11.45-13.00 | | LUNCH | | |
FACTS ABOUT FINLAND:

IDEAS FOR INNOVATIVE BUSINESSES:

USEFUL information for asylum seekers:
http://www.lucify.com/the-flow-towards-europe/

BUSINESS PLAN, APPLICATION LETTER/CV, or TERM PAPER DEADLINE: 31.5. 2016

1. BUSINESS PLAN GUIDELINE:
Please, write a business plan according to the guidelines in the following links:

FREE BUSINESS PLAN TOOL

BUSINESS SUPPORT TOOLS (Enterprise Finland):
https://oma.yrityssuomi.fi/en/

WORKSHOPS AND SUPPORT TO STARTING A BUSINESS IN HELSINKI
http://www.newcohelsinki.fi/en

TE OFFICES (Public employment and business services)

TRADE REGISTER AND PATENTS FOR BUSINESS IN FINLAND

2. APPLICATION LETTER and CV GUIDELINE:
Please, write a cover letter to a job application of your choice. You may even use a real job application call from internet or newspapers to which you position your application. Please, streamline your current CV according to the Finnish standards for the very cover letter.

MODEL FOR BUSINESS CV
https://www.academicwork.fi/vinkit-tyonhakuun (in Finnish)
http://www.expat-finland.com/employment/finding_work.html

MODEL FOR ACADEMIC CV

3. TERM PAPER GUIDELINE:
Please, write a term paper of any of the topics that has been covered during the course or relates to these topics. The structure of the term paper should be following:

Topic of the paper in front page
1. Introduction
2. Aim of the paper
3. Theory or literature review on the topic of the paper. Theory can be the course articles or academic articles you find yourself in university databases.
4. Methods section that explains how you collected data. Data can be interviews, surveys, observations, or published materials like home pages, chats, facebook discussions and so on.
5. Results
6. Summary
7. List of references. For list of references see Hanken guidelines:
8.