

Universities in Helsinki, Finland

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ANNIVERSARY



HELSINKI
SUMMER SCHOOL

2009

August 4 to 20

Thinking Allowed

GLOBAL BUSINESS ENVIRONMENT

6 ECTS

August 4 to 20

The Global Business Environment course is obligatory for all Bachelor's level students at the Department of Marketing and Management. It is recommendable for students to take the course in their first or second year of studies.

The goal of the course is to provide an understanding about the global environmental context of an enterprise as well as tools for analysing the relevant elements of the global business environment.

You will learn about the components and dynamics of global business environment and its impact on global business and acquire the necessary tools of analysis in examining the environment.

The course focuses on the environmental context of the enterprise. It gives the students conceptual and practical tools to analyse the relevant elements of the global business environment. It studies the impact of various spatial aspects from local to global on company operations with a special emphasis on regional opportunities and

risk analysis as well as locational attractiveness of regions. The course provides analytical tools for approaching the spatial dimension of international business in market and investment operations.

The course structure is strongly based on interactive teaching by D.Sc. (Econ) Zuhair Al-Obaidi. Lecture format utilises the author's powerpoints. Students are organised into small groups to analyse and present case studies. Student evaluation is divided into a final exam (80%) and active course participation in case sessions (20%).

Literature

1. MORRISON, J. (2006) The International Business Environment. Global and Local Marketplaces in a Changing World
The book can be purchased at the HSE bookstore or borrowed from the HSE library.

2. Course Power Point slides are printed in a booklet that can be purchased from the bookstore located in the Main Building of HSE.

COURSES 2009

- 1 Ancient Gnosticism
- 2 Customer Equity
- 3 Developing Intercultural Competence
- 4 Environmental Services in Forest Management
- 5 European Studies
- 6 Global Business Environment
- 7 History of Art and Architecture in Finland
- 8 Interdisciplinary Product Development
- 9 Introduction to Conceptual History
- 10 Participatory GIS in Development Studies
- 11 Planning and Management of Urban Green Space
- 12 Representations of the City
- 13 Russia-EU Relations: Prospects and Dynamics
- 14 Semiotics and Poetics of Avant-Garde Literatures
- 15 Video in Research on Learning and Education
- 16 Wood in Construction and Architecture

Organiser:

HSE

Helsinki School of Economics

HELSINKI SUMMER SCHOOL: THINKING ALLOWED
Helsinki Summer School is a three-week academic event organised every August by the universities in Helsinki, Finland. Each year we give advanced degree students from over 50 countries an unforgettable learning experience that combines high quality academics with a wide range of cultural and social activities. Our multidisciplinary courses, all of which are taught in English, aim at stimulating thought and intellectual development in an open and diverse environment. As a city known for design, technology and its vibrant cultural life, Helsinki is sure to be the experience of a lifetime.

For further information, please visit our website at www.helsinki.fi/summerschool or contact us directly by email at summer-school@helsinki.fi.

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