

IP programme *Combining Ethics, Environment and Profitability in Business (CEEP)*

Main objective of the IP: is to combine students' theoretical knowledge of economics, ethics, environmental protection and profitability with a creative approach in developing innovative solutions in and for a multicultural environment. Added value of the IP is to bring together engineering and business students to study topics which are normally not considered or part of their curriculum.

Who can apply: students of engineering, information technology and business administration, who have finished at least two years of university studies at the Bachelor level (BA).

When: 12.-25 February, 2012. (7th and 8th weeks of 2012)

Where: Kalajoki, Finland

Participants: from Finland, Germany, Poland and Hungary

Costs covered by the program:

- Travel cost
- Accommodation,
- Breakfast and lunch
- Coffee/tea during the workshops

Application: Essay written on personal values and attitude towards ethical and ecological affairs (max 5 pages) and a personal interview.
(Students have to be selected until end of November, 2011)

Methods used during IP: In guided workshops students are expected to make use of the theoretical education given during the variety of lectures and discussions prior to and during the IP. They will be prepared for it by exercises for team development. By use of an environmental and business simulation tool students will get a practical understanding of the dependencies between profitability social and ecological affairs and state legislation. As a research task students have to analyze selected companies from three different perspectives: ethics, profitability and environment. Finally students should work on a real business case and develop a sustainable strategy for a selected company, which integrates an ethical and environment protective attitude.

Planned timetable:

Day	The programme of lectures and other activities
Weekend	Arrival of partners – students and teachers Get-together party in the evening, all participants, students and teachers, host institution supporting staff and students
1 (Monday)	AM: Official opening and welcome ceremony, hosted by the dean of the host institution Introduction to the goals of the IP programme, methodology, expected learning outcomes and competences development. Introduction to the agenda

	<p>Introduction of participating institutions by students.</p> <p>PM: Exercises on team building (responsible coord and partner 4)</p> <p>Social Programme</p>
2 (Tuesday)	<p>AM: Key-notes on Environmental Management Systems (coord, partner 1, partner 4)</p> <p>PM: Students workshop on Environmental Management Systems (responsible coord, partner 1, partner 4)</p>
3 (Wednesday)	<p>AM: Key-notes on Business ethics (responsible partner 2, partner 3, partner 4)</p> <p>PM: Students workshop on Business ethics (responsible partner 2, partner 3, partner 4)</p> <p>Social Programme</p>
4 (Thursday)	<p>AM: Key-notes on Vision oriented strategic development for business (Balanced Score Card) (responsible coord, partner 3, partner 4)</p> <p>PM: Students workshop on Vision oriented strategic development for business (Balanced Score Card) (responsible coord, partner 3, partner 4)</p>
5 (Friday)	<p>AM: Introduction of the Business case: Company visit and presentation (responsible coord)</p> <p>PM: Students research assignment:</p> <p>Analyze selected companies from three different perspectives: ethics, profitability and environment. (responsible coord, partner 1, 2, 3, 4)</p>
6 (Saturday)	<p>AM: Continue Students research assignment (responsible coord, partner 1, 2, 3, 4)</p> <p>PM: Social Programme</p>
7 (Sunday)	Social Programme
8 (Monday)	<p>AM: Detailed introduction of the Business simulation game Business simulation game (responsible partner 1 with all other partners)</p> <p>PM: Business simulation game (responsible partner 1 with all other partners)</p> <p>Continue research work</p>
9 (Tuesday)	<p>AM: Business simulation game</p> <p>PM: Business simulation game – closing and conclusions</p>

	Continue research work
10 (Wednesday)	<p>AM: Presentation of results of research assignment (responsible coord and all the partners)</p> <p>PM: Industry visit, Stora Enso paper mills in Oulu or chemical industry in Kokkola (responsible coord)</p> <p>Social Programme</p> <p>Free time in the evening</p>
11 (Thursday)	<p>AM: Students workshop on Development of company's strategic options in balance with ethical, ecological values and profitability (responsible coord and all the partners)</p> <p>PM: Students workshop on Development of company's strategic options in balance with ethical, ecological values and profitability (responsible coord and all the partners)</p>
12 (Friday)	<p>AM Continue Students workshop on Development of company's strategic options in balance with ethical, ecological values and profitability (responsible coord and all the partners)</p> <p>PM Presentation of company's strategic options / Discussion (responsible coord and all the partners)</p> <p>Closing remarks (coord) Farewell Party</p>
13 (Saturday)	Departure

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