

ALL WEEKLY ASSIGNMENTS FOR THE REPORT

1 BASIC INFORMATION

First of all select a company (relatively large) that you will describe in your report. Such a company should be relatively large or you need to have a direct contact with its management in order to collect all the required data.

Please give here the basic information about an existing company, which you have chosen to investigate.

Why is this company interesting for you?

Describe the following about your company:

- The size of the company; turnover and amount of staff?
- Premises?
- Exports; the most important target countries, the most important export products/services?

Assignment for week 36

2 THE COMPANY HISTORY

Please write about the company history. Minimum one page.

- Who has started it?
- When was it started?
- What was the business idea when the company was started?
- Describe the history of the main business developments in this company.
- Which were the most interesting business operations in the company history in your opinion?

Assignment for week 36

3 EXTERNAL ENVIRONMENT

3.1 Economic Environment

Please describe *the economic environment* of your chosen company. Please use at least the following economic indicators to describe the economic environment of eg. one country.

- GDP
- GDP / Capita
- Unemployment rate
- Inflation rate
- Trade balance, export/ import

In Finland, http://www.stat.fi/index_en.html gives you good figures to describe the economic environment.

Please find interesting information about your target county's economy to describe it. Also indicate where you have found this information.

3.2 Cultural Environment

Please write about the cultural factors that your example company has to consider when operating in your target country. You can use for example Geert Hofstede's theories in this chapter. Please investigate this for example in:

<http://www.geerthofstede.nl/dimensions-of-national-cultures> or make comparisons in: <https://geert-hofstede.com/tools.html>

Think about customer behavior and give examples from your target culture. How would you behave as a customer towards the products or services of your example company? Do cultural considerations play any role in your decision to buy?

3.3 Political Environment

Please write about the factors of political environment which might affect your example companies operations. Please give examples.

Assignment for week 36.

4 GLOBAL ENVIRONMENT AND INTERNATIONAL TRADE

What are the major trading partners of your country at the moment?

Give examples of different ways to internationalize. Apply this knowledge to your example company if possible, for example look at the company history; when did it start operations in another country/ies?

What barriers of trade might there be and what they might be for your company?

You can also use current articles about different topics.

Assignment for week 37.

5 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Please read the slides and search for information about business ethics and corporate social responsibility.

Please describe how *your example company and two other companies* have formalized their commitment to ethical business practises;

- What written codes of ethic can you find?
- What kind of job titles are there connected to social responsibility in these companies?
- What kind of organisational values are communicated?
- What is written about the responsibilities to customers, employees, investors, suppliers or local communities?
- How does the social responsibility matters show in marketing? Give examples, based, for example, on annual reports, customer journals, web-pages.
- Would you select products or services according to your ethical values?

You can also use current articles about different topics.

Assignment for week 38.

6 MANAGING THE BUSINESS

Please find an article about one well known and successful international business leader. Investigate her/his thoughts.

How would you describe her/him and her/his leadership style? You can also have a picture here of your chosen business leader.

Describe the *mission statement*, *vision* and *strategy* of your example company or another company of your choice. For example: “Ikea's mission is to offer a wide range of home furnishing items of good design and function, excellent quality and durability, at prices so low that the majority of people can afford to buy them.”

Also, investigate from the available materials you have about your example company, who the managers are and what their responsibilities are.

Find also a recruitment advertisement of a larger company seeking a person for a managerial position. Describe what the requirement in this chosen case, skills and competences required are.

Search materials about *corporate culture*. What is meant by it? What kind of corporate culture exists in your example company? How does it show? Please give examples.

Assignment for week 39.

7 ORGANISATIONAL STRUCTURES

Describe first the organisational design of your chosen company by using the concepts introduced in lecture 5.

What kind of structure is there? Please illustrate with figures.

Also, find one example of functional, product and process departmentalization as described below.

Many service and manufacturing companies, especially smaller ones just getting started, use *functional departmentalization* to create departments according to a group's functions or activities.

Most new startup firms, for instance, use *functional departmentalization*. Such firms typically have production, marketing and sales, human resources, and accounting and finance departments.

Both manufacturers and service providers often opt for *product departmentalization*, dividing an organization according to the specific product or service being created. This becomes especially true when a firm grows and starts to offer multiple products or services.

Other manufacturers favor *process departmentalization*, in which the organization is divided according to *production processes* used to create a good or service.

Assignment for week 40.

8 FINANCING

First read the basic concepts in financial planning from the lecture slides. You can also find more examples of the concepts introduced.

What is "financial planning"? "Cash-flow forecast"? Examples of "fixed and variable costs" in a company? What is a "break-even point"? What is a "balance sheet" and "profit & loss account"?

Then read chapter "Funding for a new business start-up" from the "Guide-Becoming an Entrepreneur in Finland".

Find out what is "equity capital." Also look at "external liabilities", what are they?

Please name at least 5 banks from your home country with www-address or banks from the country of your example company.

Give examples what kind of loans the commercial banks offer and what is the interest rate for the loans?

What kind of short-term financial aid might there be available?

What is the annual interest rate in these short-term financial aids?

What other special financial companies might there be besides banks which provide funding?

What is meant with capital investments as a source of funding?

What is crowdfunding? Give an example.

What kind of public financing is there available in Finland? What about in your own country? Give examples.

Also visit the pages of Bank of Finland and study what the responsibilities of this European central bank are.

Assignment for week 41.

9 OPERATIONS MANAGEMENT – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Describe and give examples of *logistics* your chosen example company, or another company of your choice.

- How does the company purchase the raw materials, components, products etc. needed for production? What kind of principles, ethical considerations does it follow in purchasing? Who does the purchasing, how is it organized?
- How is storage organized? What kind of information technology can be used to keep the right amount of goods available?
- What kind of transportation activities are needed? Give examples. Does the company have own transportation equipment or does it use a service provider for this? Are the transportations costs high in your country? Why? Why not?

Describe one supply chain, in short, of one selected product. An example supply chain is presented below.

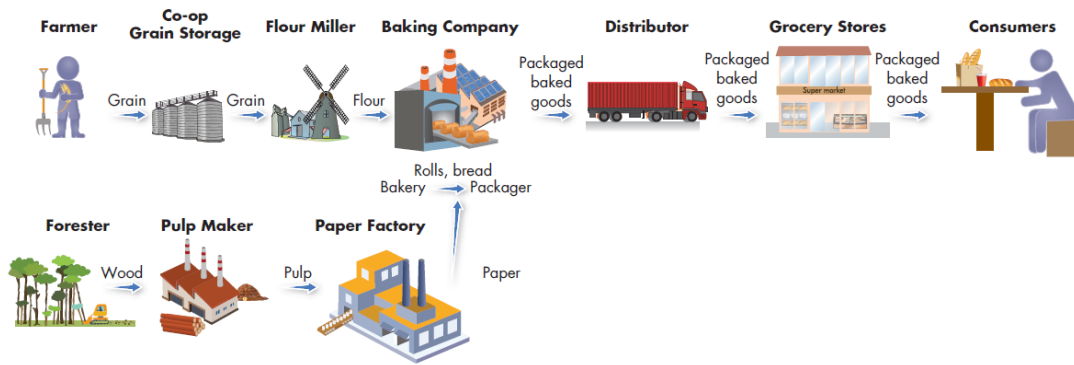


FIGURE 7.13 Supply Chain for Baked Goods

Assignment for week 42.

10 HUMAN RESOURCE MANAGEMENT

Describe how the recruitment is organized in your example company. Is it centralized or maybe outsourced to a HR company? Who is in charge of recruitment and what is the title of this person?

Are there any open vacancies at the moment? Give an example of a job specification. Does the company have trainee programmes? Give examples. What kind of staff does this company seek for? Can you find information about career-paths in this company?

Employer branding is the firms *corporate image or culture* created to attract and retain the type of employees the firm is seeking. It is what the company stands for in the public eye. What kind of employer brand does this company have in your opinion?

Assignment for week 44.

11 IT FOR BUSINESS

Looking at the different operations in a company, as described in earlier materials, what kind of *IT resources* does a company need in general to manage it's operations? Please give examples.

Looking at the picture below, what kind of *information systems* can companies use?

Please name a few international information service providers. In Finland for example, Tieto Oyj. Can you name any management information systems?

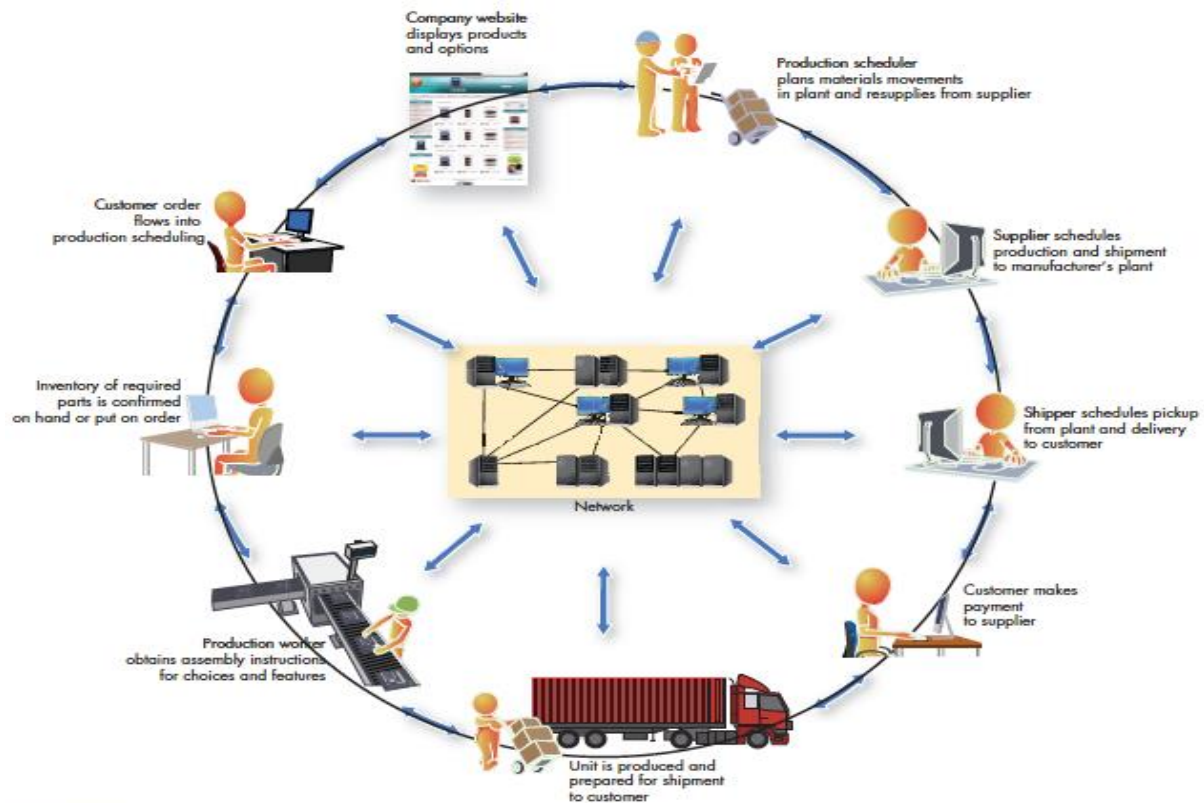


FIGURE 14.1 Networking for Mass Customization of a Physical Product

How is managing the information systems organized in your company? Who is in charge and what is the title of this person?

Assignment for week 45.

12 MARKETING

Please describe more closely one product or service of your case company, or an other company. What is the price of this product? Do you think the pricing has been successful? What makes it different from other products? Would you buy this product with this price? Where and how can you buy it?

Describe the marketing of your product/service; what kind of advertisements, promotion, events or publicity are there? You can include pictures to illustrate the marketing activities of your case. What kind of information would you need to identify the suitable customer segment/s for your product?

Assignment for week 46.

BIBLIOGRAPHY

Bibliography consists of all the sources used according to the alphabetical order by the family names of the authors (if there is no author, then according to the name of the publisher or publication). The alphabetical order is based on the first name mentioned on the title page of the source. All the sources are marked in the same alphabetical order and not grouped separately based for example on printed and unprinted sources.

In the Bibliography heading, *Bibliography style* will be used, and in the bibliography *Reference*. *Bibliography style* will not be numbered and it is updated as unnumbered also in the Contents page. In the references, the spacing is smaller than in *Normal* style, as can be seen in this text.

For example a book is given like this:

Partanen, Johannes 2013. Tiimivalmentajan parhaat työkalut. Jyväskylä: Partus.

After finishing this report, please prepare your 15-minutes presentation, based on your findings and examples to be shared with your colleagues.