

Managing International Business Strategies / participants' feedback

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Linnaeus University Summer Academy (LUSA) Championships in 2015 - 2017

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A. Quantitative feedback with 16 items and 34 answers (Likert scale 1-5)

| | | Likert scale 1-5 | 2015-17 (n=34) | |
|-----------|--|------------------|----------------|-------------|
| | 1 = strongly disagree 5 = strongly agree | | AVE | S Dev |
| 1 | Integrate well finance, marketing and production | | 4.6 | 0.50 |
| 2 | Gave valuable lessons in negotiating | | 4.3 | 0.76 |
| 3 | Involves much of real-word decisions | | 4.3 | 0.66 |
| 4 | Useful learning experience | | 4.6 | 0.59 |
| 5 | Too much co-operation | | 3.1 | 1.17 |
| 6 | Was both challenging & rewarding | | 4.4 | 0.65 |
| 7 | Encourage the use of concepts & tools from other courses | | 4.3 | 0.86 |
| 8 | Useful training in (team organization) & dynamics | | 4.0 | 0.90 |
| 9 | Involved too much uncertainty | | 3.1 | 1.13 |
| 10 | Gave opportunities for entrepreneurship | | 4.0 | 0.84 |
| 11 | I found company reports useful in further analyses in Excel | | 4.6 | 0.65 |
| 12 | I found ProfitCash program to be helpful | | 4.6 | 0.60 |
| 13 | I found the rhythm (five week-intensive course) suitable for me | | 3.8 | 1.28 |
| 14 | Brought out unethical behavior that one would encounter in real life | | 3.1 | 1.16 |
| 15 | I learnt some things about myself that I did not know before | | 3.8 | 1.04 |
| | (risk averse/taking; active/passive in negotiations, network capabilities) | | | |
| 16 | Would the LNU Summer Academy 2017 benefit from this course | | 4.8 | 0.45 |

B. Participants' comments

B.1. LUSA 2017 (16 participants / 8 companies / two in a company / 5 weeks)

“Good course, Great teachers! They are always open to help and support students. The course is really intensive and requires a lot of work. But in the end, students get a lot of experience for future.”

“At the start of this course, I thought this is too difficult. But if you read the executive guide, it helps a lot. Olavi and Kari are good teachers and made this course special! I have learned really much and I could use my theoretical knowledge from other courses. The first three weeks were the hardest, but after that I really enjoyed the course. Maybe you can explain the name “Fintopia”. The initial business simulation was called “Intopia”. I really thought that you named it after your home country... Was a funny moment when I realized that it were named after Finance, haha, ☺.”

B.2. LUSA 2016 (10 participants / 10 companies / 5 weeks)

“I think it is a huge information and the course required more time; at least 2 weeks more to be able us to go in depth in some subjects. Thanks a lot.”

“The business simulation itself should always be in focus. to Some unethical behaviour was seen by one wholesaler during the course. The articles are nice but you should better invest this time in a better and more intense decision making. Linnaeus University should make its students to commit to this course. Especially for Swedish students!”

“It is really one of the best courses I have ever taken. But the time is too short.”

“Very good course and performance of teachers! However, workload bit too much for one person and too much personal relations in business.”

B.3. LUSA 2015 (8 participants / 8 companies, 5 weeks)

“Thank you a lot for the course. Hope you will continue teaching it internationally in the future. Good luck. It was a great experience and very interactive. Best subject I have had in Swedish university.”

“I’ve never ever had participated in a course, where you are forced to use all your business knowledges... Hi Olavi and Kari! I will never be able to show you how much I’m grateful for saving my /student) life for the next two years!!! Thank you, thank you! And I’m really happy that the course was so educational & fun. Kiitos!”

“Thank you for this time! I have learnt so much and you are great teachers. I hope you all the best in the future. Go Suomi !... but not in hockey☺”

“Thank you for this great course! It was a pleasure for me to could be part of this course! I learnt a lot of new things during the last weeks. Thank you for that.”

“Hello Olavi! Hello Kari! These little presents and note to tell you that I really enjoyed the simulation experience. It surpassed my expectations. Tack ☺.”

“Olavi and Kari. Thank you for this course. I’s been really fun.”

“Hello Olavi and Kari! I also want to thank you for having this course with us. I have a lot of fun during these five weeks and learned a lot new things. Thank you so much! Kiitos☺”

“Thank you so much for this course. The most fun and giving course in a long time ☺”

Course

“Articles were not concentrating that well with the simulation itself (but we know that they were only part of our course due to the additional 1,5 ECTS).”

“Could be divided in a better way, maybe two separate guides.”

“The executive guide is good but the further activities were too basic for a master course.”

“The course simulation was perfect thanks to Kari and Olavi.”

“More business plan literature to be explained.”

“Was perfect course, liked the professors, experiences and attitude.”

“I would love to have Olavi as a teacher again.”

Would you recommend the course to your friends? Why or why not?

“Yes, it was a good learning experience. The teachers were very professional. The course surprised my expectations.”

“Yes, it was very interesting.”

“Yes, because of how much you learn in this course + because of the teacher.”

“Yes, course was extremely good in my opinion. I learned a lot in the 5 weeks and had a lot of fun at the same time. The simulation was very practical, seemed like in the real life. Teaches were really good!!!”

“Yes, very interesting and fun.”

“Yes, it’s a very practical and interesting course, very challenging as well.”

“Yes, it was the most practical and fun course I’ve taken.”