

Opasraportti

OyKKK - Kauppatieteiden maisteri, markkinointi (2020 - 2021)

Yliopiston opinto-opas lukuvuodelle 2020-2021 on julkaistu osoitteessa <https://opas.peppi oulu.fi>.

Pepin opinto-oppaasta löytyy koulutusten, opetussuunnitelmien ja opintojaksojen kuvaukset ja niiden toteutusten ajat ja paikat. Opintojaksoille ilmoittaudutaan edelleen oodissa.

Mikäli sinulla on kysyttävää oppaalla olevista tiedoista, ota yhteyttä kyseisen koulutusalan koulutuksen lähipalveluihin <https://www oulu.fi/opiskelijalle/koulutuksen-lahipalvelut>.

Tutkintorakenteet

Markkinoinnin maisteriohjelma (KTM)

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

Pääaineen opinnot (120 - 130 op)

Lista opintojaksoista sekä opetuksen aikataulu on nähtävissä [Markkinoinnin maisteriohjelman tutkintorakennekaaviossa](#).

H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

Ensimmäisen vuoden syyslukukauden opinnot

721433S: Consumer Behavior, 6 op

721471S: Service Marketing and Management, 6 op

721434S: Selling and Sales Management, 6 op

721472S: Digital Marketing, 6 op

Ensimmäisen vuoden syyslukukauden opinnot; valitse 1 kurssi seuraavista opinnoista

721474S: Procurement and Supply Chain Management, 6 op

721473S: Quantitative Methods in Marketing Research, 6 op

Ensimmäisen vuoden kevätlukukauden opinnot

721469S: Business Marketing in Networks, 6 op

721436S: Brand Management, 6 op

721559S: Venture Growth Strategies, 6 op

721460S: Marketing Theory, 6 op

721064S: Qualitative Methods in Business Research, 6 op

Toisen vuoden opinnot

721070S: Globally Responsible Business, 6 op

721430S: Pro gradu -tutkielma, markkinointi, 30 op

Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista (voit myös valita 1 vuoden syyslukukauden vaihtoehtoisista opintojaksoista toisen tähän)

- 721567S: Technology and Data Analytics, 6 op
- 721463S: Sustainable Marketing Management, 6 op
- 721477S: Advanced Perspectives in Brand Co-creation, 6 op
- 721475S: Service Design Project, 6 op
- 721476S: Readings in Marketing, 6 op
- 721065S: Internship, 6 op
- 721336S: Erikoisaihe, 6 op

Marketing (MM), International Master's Programme

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

Pääaineen opinnot (120 - 130 op)

List of courses and teaching timetable is available in [Marketing degree structure diagram](#).

Check your language requirements from Marketing course catalogue (2020-2021).

- Foreign degree students include 5 ECTS credits of Finnish language studies.
- Finnish degree students include 902177Y Academic English for Business, 5 ECTS.

H631305: Markkinoinnin kansainvälinen maisteriohjelma, 120 - 130 op

First year fall courses

- 721011Y: Opiskelu ja sen suunnittelu, 1 op
- 721433S: Consumer Behavior, 6 op
- 721471S: Service Marketing and Management, 6 op
- 721434S: Selling and Sales Management, 6 op
- 721472S: Digital Marketing, 6 op

(First year fall language courses. List of courses and teaching timetable is available in Marketing degree structure diagram. Check your language requirements from Marketing course catalogue (2020-2021). Foreign degree students include 5 ECTS credits of Finnish language studies. Finnish degree students include 902177Y Academic English for Business, 5 ECTS)

- 900017Y: Survival Finnish, 2 op
- 900013Y: Suomen kielen peruskurssi 1, 3 op
- 900015Y: Suomen kielen jatkokurssi I, 5 op
- 900016Y: Suomen kielen jatkokurssi II, 5 op
- 900054Y: Suomen kielen keskustelukurssi, 3 op
- 900027Y: Suomen kielen kirjoittamisen erityiskurssi, 3 op
- 902177Y: Academic English for Business, 5 op

First year spring courses

- 721469S: Business Marketing in Networks, 6 op
- 721436S: Brand Management, 6 op
- 721559S: Venture Growth Strategies, 6 op
- 721460S: Marketing Theory, 6 op
- 721064S: Qualitative Methods in Business Research, 6 op

Second year courses

- 721070S: Globally Responsible Business, 6 op
- 721430S: Pro gradu -tutkielma, markkinointi, 30 op

Second year courses; select 4 courses

- 721474S: Procurement and Supply Chain Management, 6 op
- 721473S: Quantitative Methods in Marketing Research, 6 op
- 721567S: Technology and Data Analytics, 6 op
- 721463S: Sustainable Marketing Management, 6 op
- 721477S: Advanced Perspectives in Brand Co-creation, 6 op

721475S: Service Design Project, 6 op

721476S: Readings in Marketing, 6 op

721065S: Internship, 6 op

721336S: Erikoisaihe, 6 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Kokonaisuus

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Ensimmäisen vuoden syyslukukauden opinnot

721433S: Consumer Behavior, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Eeva-Liisa Oikarinen, Mari Juntunen

Opintokohteen kielet: englanti

Leikkaavuudet:

721419P Kuluttajakäyttäytyminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits.

Opetuskieli:

English

Ajoitus:

Period 1 (year 1)

Osaamistavoitteet:

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption in both local and global contexts. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and social media) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small-scale consumer behavior research.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Quantitative and qualitative research methods

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Learning material AND Solomon, M.R. (2014) Consumer Behavior. Buying, Having, and Being or newer editions.

Suoritustavat ja arviointikriteerit:

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuhenkilö:

Dr. Waqar Nadeem

Työelämäyhteistyö:

Applications to managerial decision making are emphasized. Visiting industry experts. Group work skills

Lisätiedot:

The number of students is limited.

721471S: Service Marketing and Management, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Outi Keränen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 1)

Osaamistavoitteet:

Upon completion of this course, students are able to understand and analyze distinctive perspectives of marketing and management in service economies. They can compare and assess different service marketing theories and apply them to develop local and global service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories.

Sisältö:

The course introduces different theoretical perspectives for understanding service marketing and management: service logic, service-dominant logic, customer-dominant logic, and servitization. Contemporary themes to service marketing and management are discussed, e.g. digitality in services, service modularity, and service design and innovation. The course applies B2B and B2C perspectives through emphasizing interdisciplinary and international focus to current service marketing and management within business networks and ecosystems.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Classroom activities (36h) include lectures and related article analysis, groups' presentations and commenting them by students and the case company, group work (50h) for creating a solution for the problem set by the case company, individual reflective learning diary (50h) and reading the assigned articles (24h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Articles and lecture material assigned by the teacher. Recommended material: Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities and Grönroos, C. (2007 or newer) Service Management and Marketing

Suoritustavat ja arviointikriteerit:

100% required presence in group work presentations. The group work with presentation and commenting others determine 50% of the grade. The assessment of individual learning diary forms 50% of the grade. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Outi Keränen

Työelämäyhteistyö:

Teamwork to solve a company's real-life problem, contacting and collaborating with the company, presenting the group work and giving business focused feedback to others. Company involvement in classroom work.

Lisätiedot:

The number of students is limited.

721434S: Selling and Sales Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Eeva-Liisa Oikarinen

Opintokohteen kielet: englanti

Leikkaavuudet:

721415A Industrial Sales Management 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (year 1)

Osaamistavoitteet:

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management/leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues in both local and global contexts. Students are also able to design, execute and evaluate a small-scale research on selling and/or sales management/leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

The influence of company and product/service strategies on sales management and vice versa; planning, managing, leading and organizing for sales; interaction at the customer interface; and central research methods in selling and sales management.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Lectures and guided exercises (36 h), group assignment (38 h), reading the course material and literature and conducting an individual assignment (86 h)

Kohderyhmä:

Master's level students in marketing and management and international business

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection AND Hair et al. (2010) Sales Management. Building Customer Relationships and Partnerships AND Jobber & Lancaster (2012) Selling and Sales Management. Selected sections of the books to be announced at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Eeva-Liisa Oikarinen

Työelämäyhteistyö:

Visiting industry experts with real-life case problems explaining theoretical aspects and models. Sales practices involving actual business cases. Observation of actual sales situations and/or interviews with managers. Group work skills.

Lisätiedot:

The number of students is limited.

721472S: Digital Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Timo Koivumäki

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (Year 1)

Osaamistavoitteet:

After completing the course, the student is able to (1) understand the core concepts related to digital marketing, (2) assess the characteristics of digital media in comparison to traditional media, (3) plan digital marketing at strategic and tactical levels, (4) analyze digital marketing performance against the business objectives, and (5) develop an international digital marketing strategy.

Sisältö:

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. Emphasis is also placed on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) identification of digital marketing objectives and strategy, (3) digital marketing tactics, (4) digital analytics, and (5) strategic planning and management of digital marketing

Järjestämistapa:

Blended approach

Toteutustavat:

36 hours lectures. In addition, independent reading of the articles and other related material, 124 h.

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection AND other material appointed by the lecturer as well as possible compendium.

Suoritustavat ja arviointikriteerit:

Assignments (30%), Group work (70%)

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Timo Koivumäki and Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

First-hand experience of social media and other digital marketing practices and analytics. Group work will be done in co-operation with companies. Visiting lecturers from companies and/or other expert organizations.

Lisätiedot:

The number of students is limited.

721474S: Procurement and Supply Chain Management, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jari Juga

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

After passing the course, students can describe the various roles and functions of purchasing and logistics from a strategic supply chain perspective. They know the main tasks and responsibilities in purchasing and are able to analyze business relationships involving co-operation with suppliers. The students can critically evaluate and interpret supply chain phenomena using conceptual and analytical models and can communicate their ideas in written and oral form.

Sisältö:

Definition of key concepts and planning tools of procurement and supply chain management. Discussion of procurement processes and organizational choices in different industry contexts, including global purchasing, buying of services, outsourcing and public procurement. Lean and agile supply chain supply chain management initiatives are examined together with collaborate practices (e.g. ECR, CPFR, SCOR).

Järjestämistapa:

Online course

Toteutustavat:

Weekly assignments in course learning space including independent study, group work, discussions and reflection.

Kohderyhmä:

Master's level students in marketing

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

T.E. Johnsen, M. Howard & J. Miemczyk (2018), Purchasing and Supply Chain Management: A Sustainability Perspective, 2nd ed, Routledge. Other material appointed by course instructors.

Suoritustavat ja arviointikriteerit:

Individual online exam (20%), Individual (40%) and groupwork reports (40%).

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Jari Juga and Professor Pauliina Ulkuniemi

Työelämäyhteistyö:

The course includes case exercises representing real-life procurement and supply chain phenomenon and their analysis.

Lisätiedot:

The number of students is limited.

721473S: Quantitative Methods in Marketing Research, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

Sisältö:

Lectures and related material include the following themes: 1) Background for market research and data based decision making, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, PSPP, Webropol) and finally, 3) Issues related to reporting quantitative research and statistical research.

Järjestämistapa:

Blended approach.

Toteutustavat:

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries and course work 72 hours and, independent reading of the articles and other related material with the group work and writing group work of 52 hours.

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Course book will be announced later in lectures. Article collection, and other material as well as possible compendium can be downloaded from Moodle.

Suoritustavat ja arviointikriteerit:

Individual course work, learning diaries and group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

Työelämäyhteistyö:

Basic understanding relating for cyber security, how to collect data for data based decision making and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

Lisätiedot:

The number of students is limited.

Ensimmäisen vuoden kevätlukukauden opinnot

721469S: Business Marketing in Networks, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hanna Komulainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

Upon completion of the course, students are able to understand, define and assess different theoretical approaches to business marketing in networks. They are able to explain why the different kinds of networks are important in global business life and are able to coordinate those considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. Students are able to analyze the underlying logic of different types of strategic nets, value creation between organizations likewise sources of conflict and conflict resolution strategies. Having completed the course, students are able to view and evaluate B2B relationships from different perspectives and are capable to evaluate and argue the relevance and usefulness of different B2B marketing theories. In addition, students have enhanced their multicultural teamwork skills in group working and have both written and oral presentation skills to interpret scientific articles and solve practical business problems.

Sisältö:

The basic concepts and principles of managing business relationships and network thinking including the following themes: 1) Principles of network thinking and basic concepts, 2) Business network management and strategic nets, 3) Value creation in business relationships, 4) Key account management, 5) Relationship portfolios, 6) Development of business relationships, 7) B2B relationships and networks in international context, 8) Sources of conflicts and conflict resolution in business networks, 9) Social capital and its meaning in networks, and 10) Customer knowledge management and knowledge sharing.

Järjestämistapa:

Blended approach (face-to-face teaching and web-based teaching)

Toteutustavat:

Course includes an introduction lecture followed by independent online studies (40 h) and contact lectures (24 h), and related to these, different assignments such as article analyses, case exercises, multicultural group works and group presentations (50h). Independent reading of the course materials for the individual final assignment (46 h) is required to pass the course.

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

No prerequisites

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection and other course material appointed by the lecturer available in Moodle.

Suoritustavat ja arviointikriteerit:

Obligatory exercises and exam/individual assignment. The assessment of the course is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Hanna Komulainen

Työelämäyhteistyö:

Understanding business networks and their management is a highly relevant work life skill in modern and global business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, visiting industry experts with real-life cases and practicing multicultural teamwork during the course gives relevant skills for work life.

Lisätiedot:

The number of students is limited.

721436S: Brand Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Teck Tan

Opintokohteen kielet: englanti

Leikkaavuudet:

721427A Brändijohtaminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

Upon completion of this course, the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies, in both local and global contexts. The student is able to assess brand value from the perspectives of a firm, customers, and different stakeholders. Also, the student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the student is able to analyze different phases and

factors of the branding process. Accordingly, the student is able to make brand-related decisions and apply the brand perspective as a strategic asset of businesses. Students are also able to analyze and discuss contemporary and globally-related problems and develop appropriate brand strategies and initiatives.

Sisältö:

The brand phenomenon from versatile and contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and evolution of brand research, designing branding strategies and brand communication, brand value, network perspective in branding, managing brands over time. In addition, different branding contexts are examined, e.g. SME branding, service branding, B2B branding, place branding, digital branding and non-profit branding.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Preparation for and passing a pre-exam based on three articles (will be announced in November at Noppa and online learning space) (26 h), lectures and visiting lectures, (34 h), reading the assigned articles (20 h), brand analysis (including real-life case) as group work (40 h), learning diary (40 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Articles determined for the pre-exam (home-exam at online learning space, deadline week 2) AND an article collection announced during the course. Recommended additional material: Rajendra K. Srivastava and Gregory Metz Thomas (eds.). 2016. The Future of Branding.

Suoritustavat ja arviointikriteerit:

Assessment will be at three stages: pre-examination (20 %), group work and its presentation (50 %) and an individual learning diary (30 %). The assessment is based on the learning outcomes of the course unit. Before the course, follow Noppa for announcements regarding pre-exam material, and sign in for the course preferably by the end of December.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

The course includes guest lectures from different fields of branding. The students will implement a brand analysis of a company as part of their group work.

Lisätiedot:

The number of students is limited.

721559S: Venture Growth Strategies, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Sakari Sipola

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721559S Venture Growth Strategies 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English.

Ajoitus:

Period 4, first year of the Master's program.

Osaamistavoitteet:

After the course the student can understand the risks and rewards related to different growth strategies, recognize the fundamental elements of successful ventures and the needed resources and competencies for developing and scaling them at international markets. The students are able to read the startup landscape at different geographical contexts.

Sisältö:

The course provides an overview of high-growth entrepreneurship and the process of building and scaling ventures with significant business potential. Recent advancements in the startup field are discussed with a specific focus on Silicon Valley and different forms of entrepreneurial finance such as public finance and venture capital.

Järjestämistapa:

Face-to-face teaching, online activity.

Toteutustavat:

Blended teaching method of 24 hours of lectures, visiting industry experts, and online work (12h) with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Basic and intermediate studies in international business management

Yhteydet muihin opintojaksoihin:

721565S Design Driven Innovation, 721434S Selling and Sales Management, 721566S Business Impact Project

Oppimateriaali:

Article collection and online material.

Suoritustavat ja arviointikriteerit:

Assessment will be based on individual written report, assignments and lecture activity.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Sakari Sipola

Työelämäyhteistyö:

Visiting industry experts provide real-life cases and examples.

Lisätiedot:

The number of students is limited.

721460S: Marketing Theory, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4. It is recommended to complete the course at the 1st spring semester, before the Master's Thesis seminar

Osaamistavoitteet:

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a theoretical starting point and argue for the choices in their research. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written form.

Sisältö:

During the course e.g. the following issues will be dealt with: marketing as a science, different marketing schools thought, implications of the multiple schools of thought, nature and logics of theoretical contribution and process of scientific publication.

Järjestämistapa:

Face-to-face teaching with some online elements.

Toteutustavat:

24 contact teaching, 42h teamwork, independent reading of the textbooks (94 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Students need to have completed minimum of 30 ECTS in marketing master level courses to complete the course.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Baker M.J. & Saren, M. (2016) Marketing Theory AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadjewski, M. (2009 or newer).

Suoritustavat ja arviointikriteerit:

Home exam including oral exam in pairs (50 %), Individual blog writing and commenting assignment (25 %) and Individual essay (25 %).

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Pauliina Ulkuniemi

Työelämäyhteistyö:

The course contains practicing team work skills. The students also write a blog text and comment on it.

Lisätiedot:

The number of students is limited.

721064S: Qualitative Methods in Business Research, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Leikkaavuudet:

721063A Tutkimusmenetelmät 8.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year)

Osaamistavoitteet:

Students will learn to plan and conduct scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods to produce new knowledge and report research results.

Sisältö:

The following themes will be covered: 1) research and writing as a process, 2) research ethics, 3) research planning and research design, 4) literature review, 5) data collection, 6) data analysis and 7) drawing conclusions.

Järjestämistapa:

Lectures, group exercises and self study.

Toteutustavat:

Lectures and group exercises (32 h), group work (44 h), self-study (54 h).

Kohderyhmä:

Students of the Master's program in Marketing and International Business Management.

Esitietovaatimukset:

Basic and intermediate studies in marketing or international business management.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Collection of articles and other material provided by teachers.

Suoritustavat ja arviointikriteerit:

Assessment will be based on the learning outcomes.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

Työelämäyhteistyö:

Students will learn skills that will help them to search for reliable information and analyze it critically, evaluate the credibility of the information, and create new knowledge to support managerial decisions.

Lisätiedot:

The number of students is limited.

*Toisen vuoden opinnot***721070S: Globally Responsible Business, 6 op**

Voimassaolo: 01.08.2014 -

Opiskelumoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anne Keränen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (Year 2)

Osaamistavoitteet:

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context. Students are also able to express their ideas in written and oral form and communicate them online.

Sisältö:

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management/international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

Järjestämistapa:

Online study methods.

Toteutustavat:

Independent study of the given material 70h, online discussions and groupwork 70h, and conducting individual assignments and learning reports 20h.

Kohderyhmä:

Students from all OBS Master's programmes.

Esitietovaatimukset:

30 credits (5 Master level courses).

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Course Book (to be announced later), articles and materials provided by the course instructors.

Suoritustavat ja arviointikriteerit:

Individual contributions (reports, video, online exam) count for 60% and group contributions (blogpost, case report) 40%.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. The course consist of five different parts and students acquire a grade by passing the five different parts in numerical order.

Vastuhenkilö:

Anne Keränen

Työelämäyhteistyö:

The course includes global and local real life case examples and analyses. Course learning methods advance modern communication and interaction methods relevant in work life. Students gain abilities to perceive and develop responsibility in business.

Lisätiedot:

The number of students is limited. Registration open 1.12.2020-12.1.2021

721430S: Pro gradu -tutkielma, markkinointi, 30 op

Opiskelumuoto: Syventävät opinnot

Laji: Lopputyö

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi, englanti

Laajuus:

30 credits

Opetuskieli:

English, Master's Thesis can be written in Finnish

Ajoitus:

Period 1-4 (2nd year of Master's Programme)

Osaamistavoitteet:

Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline. Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

Sisältö:

Most of the work is independent writing of the thesis report, but during the master's thesis work students participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars, they receive guidance and feedback from their supervisor on how to proceed in and complete their research report.

Järjestämistapa:

Face-to-face teaching in seminar sessions.

Toteutustavat:

Independent work and face-to-face teaching in seminar sessions. Students prepare and present three reports during the course: 1) Research plan, 2) Intermediate report and 3) Manuscript. The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session. Discipline-based kick-off/info sessions are organized in September and May.

Kohderyhmä:

Students of the Master's program in Marketing.

Esitietovaatimukset:

723020A Bachelor's Thesis or another university degree.

Oppimateriaali:

Scientific articles and other theoretical and empirical materials collected by the students for their individual study.

Suoritustavat ja arviointikriteerit:

Examination through written research report based on the defined assessment criteria.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuuhenkilö:

Professors

Työelämäyhteistyö:

Working life cooperation is dependent on the particular project. However, the students will learn problem solving and analytical skills as well as oral and written presentation skills needed for a business graduate in working life. Students deepen their understanding of their own profession.

Lisätiedot:

Open only to students of the Master's program in Marketing

Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista (voit myös valita 1 vuoden syyslukukauden vaihtoehtoisista opintojaksoista toisen tähän)

721567S: Technology and Data Analytics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuure Haarjärvi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

Osaamistavoitteet:

Students gain understanding about the impact of AI technology development. Focus will be on the current advancement of machine learning and influence technology has on business and society. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

Course will use psychological and philosophical theories to understand what intelligence is. Artificial intelligence is discussed from a perspective of neural networks and machine learning. Business impact analysis is done via Porter's three generic strategies. Moral Foundations Theory and O-Ring Principle are used to understand and assess societal impact.

Topics are discussed mainly from non-technical perspective (eg. no AI programming or logic scripting) on technology.

Järjestämistapa:

Face-to-Face teaching with materials and resources online. Industry visitors.

Toteutustavat:

The course consists of lectures with reflections, visitor lectures, workshop sessions, reading the course literature, writing the report. Students will apply their theoretical knowledge and approaches in an individual course assignment.

Kohderyhmä:

Students of the Master's program in International Business Management and Marketing

Esitietovaatimukset:

none

Yhteydet muihin opintojaksoihin:

none

Oppimateriaali:

none

Suoritustavat ja arviointikriteerit:

Exercises and learning diary.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Tuure Haarjärvi

Työelämäyhteistyö:

Course will have multiple visitors from companies lecturing relevance of disruptive technologies for their business.

Lisätiedot:

The number of students is limited.

721463S: Sustainable Marketing Management, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Timo Pohjosenperä

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (2 Year)

Osaamistavoitteet:

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company cases, and critically assess sustainable marketing strategies and activities and their value to business firms. Students are also able to act professionally in teams, express their ideas analytically and effectively in oral form.

Sisältö:

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' supply chains, partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of real-life company cases.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

F-M Belz and K Peattie, (2012) Sustainability Marketing: A Global Perspective. Several articles will also be included in the study material. See further instruction from detailed course description on Moodle learning environment

Suoritustavat ja arviointikriteerit:

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on Moodle learning environment.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Timo Pohjosenperä

Työelämäyhteistyö:

Teamwork and presentation skills based on case company examples. Visiting experts and/or company visits.

Lisätiedot:

The number of students is limited.

721477S: Advanced Perspectives in Brand Co-creation, 6 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Saira Saraniemi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (Year 2)

Osaamistavoitteet:

Upon completion this intensive course, the student is able to identify, discuss and critically analyse different schools of brand management. The student is also able to characterise different brand co-creation perspectives and their implications for organisations and their stakeholders. The student is able to apply theoretical knowledge of brand co-creation processes to real-life brand challenges. In addition, the student learns current research topics of the faculty and is able to formulate research possibilities within the brand phenomenon. This course suits particularly well for students with brand-related master's thesis topic and/or career plans related to brand building and management.

Sisältö:

Schools of brand management, co-creative brand management system, motives for co-creation, complexity of branding platforms, brand storytelling, ethics of brand co-creation, brand co-destruction, other contemporary brand research topics.

Järjestämistapa:

Blended method

Toteutustavat:

Introductory lectures and discussion seminars (20 h), individual Moodle exercises, e.g. writing blog text (60 h), reading assigned articles and text book (50 h), real-life brand challenge as group work (30 h). Attendance for lectures/seminars and brand challenge mandatory.

Kohderyhmä:

Master students in Marketing

Yhteydet muihin opintojaksoihin:

Consumer behaviour, Service marketing and management, Brand management, Marketing Theory.

Oppimateriaali:

Articles assigned by the teacher during the course. Nicholas Ind & Holger J. Schmidt (2019). Co-creating brands. Brand management from a co-creative perspective.

Suoritustavat ja arviointikriteerit:

Group work and its presentation, i.e. brand challenge and its solution, and an individual critical essay.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Saila Saraniemi

Työelämäyhteistyö:

Students create solutions for real-life brand challenge

Lisätiedot:

The number of students is limited: max. 24 students. Enrolling to the course via Weboodi is binding.

721475S: Service Design Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4

Osaamistavoitteet:

Upon completion of this intensive course the student is able to 1) understand how service design thinking can be applied in marketing problems and 2) is able to define ways to implement service design in organizational development towards better customer experience.

Sisältö:

Design thinking as a tool for strategic management, service design foundations and applications, methods to analyse customer needs and experience, methods to plan service journeys.

Järjestämistapa:

Contact teaching

Toteutustavat:

Introductory lectures, Intensive problem based groupwork around real-life company assignment, groupwork presentations.

Kohderyhmä:

Master's level students in marketing

Esitietovaatimukset:

Minimum of 30 ECTS marketing studies completed, including 721471S Service Marketing and Management, 721433S Consumer Behavior and 721436S Brand Management

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Course material provided by the course instructor

Suoritustavat ja arviointikriteerit:

Group work report, presentation and active participation in contact teaching.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Ilkka Ojansivu and Fatima Khitous

Työelämäyhteistyö:

The course includes intensive real-life case exercise.

Lisätiedot:

The number of students is limited.

721476S: Readings in Marketing, 6 op

Voimassaolo: 01.01.2019 -

Opiskelumoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

The course is available during the whole academic year.

Osaamistavoitteet:

Our students demonstrate knowledge of the theories, concepts, frameworks and/or empirical findings of the marketing discipline. They will have skills for individual learning and identifying relevant business research information.

Sisältö:

The contents will be elective within the specific frames and emerging themes set by teachers.

Järjestämistapa:

Independent study.

Toteutustavat:

This non-stop course is available for Marketing students at Oulu Business School throughout the study year 2020-21. Students can hop onto the course whenever it best suits them. By taking the course, students get themselves familiar with the literature concerning one of the following topics: Entrepreneurial marketing, Global marketing, OR Social marketing. After reading the literature, students can complete the exam in Moodle environment at their chosen time.

Enrolment in WebOodi is required neither for the course nor for the exam. All information related to the completion of the course and the exam are available in Moodle. Students interested in completing the course can self-enrol the Moodle environment '721476S Readings in Marketing, 6 ECTS Credits' by using the following enrolment key: MarketingReadings

The assessment is based on exam.

Kohderyhmä:

Students of the Master's program in Marketing

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Required: Book(s) and related materials assigned by teachers.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuuhenkilö:

Dr. Mari Juntunen

Lisätiedot:

The number of students is limited.

721065S: Internship, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Työharjoittelu

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

The internship offers the students the opportunity to learn how to solve problems and to learn organizational tasks and responsibilities related to their major subject. Furthermore, the internship supports students to establish relationships to both working colleagues and business management and develops their communication skills within the organization and its network. The internship offers the students the possibility to develop their skills how to apply their knowledge in working environment and to increase their competence.

Sisältö:

The content is made up of the job description which is related to the student's major subject and which is provided by the organization where the internship will be accomplished. To be eligible for advanced level internship, the student should work either in a managerial position or as an independent specialist who has a responsible position with a possibility to use organizational resources.

Toteutustavat:

The student will work under the supervision of the internship instructor appointed by the company. First, student should contact Sakari Nikkilä to agree on the practicalities and documentation of the internship. Upon completion of the internship the student reflects and describes the internship period in the written report (8-10 pages) which will be returned with a weekly diary and a copy of the employment certificate to Maati Juntunen and Sakari Nikkilä.

The written report should be 8-10 pages and contain:

1. Description of the organization/company where the internship was completed
2. Description of the tasks, responsibilities and working methods during the internship
3. Description of how the tasks and responsibilities relate to the other functions of the organization
4. Description of how the internship relates to future career plans

5. Business development ideas for the Internship organization
6. Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
 - A description of the organization/company where the internship was completed.
 - A detailed description of the tasks, responsibilities and working methods during the internship.
 - Description of how the tasks and responsibilities relate to the other functions of the organization.
 - Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
 - Description of how the internship relates to future career plans.

More detailed guidelines are available from the responsible persons

Kohderyhmä:

Students of OBS's Master's Programmes

Esitietovaatimukset:

Completed bachelor's studies. Minimum of 30 credits of Master's studies

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

-

Suoritustavat ja arviointikriteerit:

Internship report and other documentation delivered according to the above instructions

Arviointiasteikko:

Pass/Fail

Vastuhenkilö:

Mari Juntunen, Sakari Nikkilä

Työelämäyhteistyö:

The student will work in an organization improving professional skills related to the major subject and developing business knowledge (and personal network).

Lisätiedot:

The internship is an elective course. Internship may also be a business development case or other relevant project (e.g. Demola/Business Kitchen), which needs to be accepted in advance following the general process described above.

721336S: Erikoisaihe, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

If taken as an individual research assignment, upon completion the students demonstrate knowledge of the theories, concepts, frameworks and empirical findings of chosen discipline and they are able to identify and solve relevant problems, and make critical judgments based on them.

Sisältö:

Varies depending on individually agreed on assignment.

Järjestämistapa:

It may be, but is not limited to (1) An advanced level course passed in another university having different contents than those courses offered in the student's program, but otherwise fitting the structure of the studies. If necessary the course may be supplemented with additional tasks. (2) An essay/learning diary of about 20 pages, the requirements of which are agreed on in advance with the person responsible of the course within the major subject. (3) Ad hoc –course organized by OBS (4) A discipline-based business development case or other relevant project (e.g. Demola/Business Kitchen).

Toteutustavat:

Varies on the basis of individually agreed on assignment.

Kohderyhmä:

Students of OBS's Master's Programs

Esitietovaatimukset:

-

Yhteydet muihin opintoihin:

-

Oppimateriaali:

To be agreed on with the person responsible of the course within the major subject

Suoritustavat ja arviointikriteerit:

Assessment is based on the learning outcomes of the course and the Master's program. Method varies depending on the individually agreed on assignment.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Varies depending on the way of completion and the major discipline

Työelämäyhteistyö:

Depends on the individually agreed on assignment.

Lisätiedot:

The number of students is limited. Special Issue is not a course regularly offered to the students.

H631305: Markkinoinnin kansainvälinen maisteriohjelma, 120 - 130 op

Voimassaolo: 01.08.2019 -

Opiskelumoto: Syventävät opinnot

Laji: Kokonaisuus

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

First year fall courses

721011Y: Opiskelu ja sen suunnittelu, 1 op

Opiskelumoto: Yleisopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Laajuus:

1 credit

Opetuskieli:

English

Ajoitus:

Period 1 (1st year of Master's studies)

Osaamistavoitteet:

Upon the completion of the course the student is familiar with the structure of one's program, is able to plan their studies and has got to know their fellow students.

Sisältö:

Orientation Week, Case Blender and Personal Study Plan (HOPS)

Järjestämistapa:

Face-to-face information sessions

Toteutustavat:

Face-to-face information sessions, completing PSP online, meeting with the tutor teacher.

Kohderyhmä:

Students of OBS's International Master's Programs and Laskentatoimen erillisvalinta

Oppimateriaali:

To be agreed on with the person responsible of the course within the major subject

Suoritustavat ja arviointikriteerit:

Assessment is based on the learning outcomes of the course and the Master's program. Method varies depending on the individually agreed on assignment.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Master's Programs' Director, Lecturer Sinikka Moilanen and Tutor Teachers

Lisätiedot:

An obligatory course for every Master's student of OBS who did not do their Bachelor's degree in OBS.

721433S: Consumer Behavior, 6 op**Voimassaolo:** 01.08.2014 -**Opiskelumuoto:** Syventävät opinnot**Laji:** Opintojakso**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu**Arvostelu:** 1 - 5, hyv, hyl**Opettajat:** Eeva-Liisa Oikarinen, Mari Juntunen**Opintokohteen kielet:** englanti**Leikkaavuudet:**

721419P Kuluttajakäyttäytyminen 5.0 op

Voidaan suorittaa useasti: Kyllä**Laajuus:**

6 credits.

Opetuskieli:

English

Ajoitus:

Period 1 (year 1)

Osaamistavoitteet:

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption in both local and global contexts. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and social media) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small-scale consumer behavior research.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Quantitative and qualitative research methods

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Learning material AND Solomon, M.R. (2014) Consumer Behavior. Buying, Having, and Being or newer editions.

Suoritustavat ja arviointikriteerit:

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuhenkilö:

Dr. Waqar Nadeem

Työelämäyhteistyö:

Applications to managerial decision making are emphasized. Visiting industry experts. Group work skills

Lisätiedot:

The number of students is limited.

721471S: Service Marketing and Management, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Outi Keränen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 1)

Osaamistavoitteet:

Upon completion of this course, students are able to understand and analyze distinctive perspectives of marketing and management in service economies. They can compare and assess different service marketing theories and apply them to develop local and global service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories.

Sisältö:

The course introduces different theoretical perspectives for understanding service marketing and management: service logic, service-dominant logic, customer-dominant logic, and servitization. Contemporary themes to service marketing and management are discussed, e.g. digitality in services, service modularity, and service design and innovation. The course applies B2B and B2C perspectives through emphasizing interdisciplinary and international focus to current service marketing and management within business networks and ecosystems.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Classroom activities (36h) include lectures and related article analysis, groups' presentations and commenting them by students and the case company, group work (50h) for creating a solution for the problem set by the case company, individual reflective learning diary (50h) and reading the assigned articles (24h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Articles and lecture material assigned by the teacher. Recommended material: Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities and Grönroos, C. (2007 or newer) Service Management and Marketing

Suoritustavat ja arviointikriteerit:

100% required presence in group work presentations. The group work with presentation and commenting others determine 50% of the grade. The assessment of individual learning diary forms 50% of the grade. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Outi Keränen

Työelämäyhteistyö:

Teamwork to solve a company's real-life problem, contacting and collaborating with the company, presenting the group work and giving business focused feedback to others. Company involvement in classroom work.

Lisätiedot:

The number of students is limited.

721434S: Selling and Sales Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Eeva-Liisa Oikarinen

Opintokohteen kielet: englanti

Leikkaavuudet:

721415A Industrial Sales Management 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (year 1)

Osaamistavoitteet:

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management/leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues in both local and global contexts. Students are also able to design, execute and evaluate a small-scale research on selling and/or sales management/leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

The influence of company and product/service strategies on sales management and vice versa; planning, managing, leading and organizing for sales; interaction at the customer interface; and central research methods in selling and sales management.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Lectures and guided exercises (36 h), group assignment (38 h), reading the course material and literature and conducting an individual assignment (86 h)

Kohderyhmä:

Master's level students in marketing and management and international business

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection AND Hair et al. (2010) Sales Management. Building Customer Relationships and Partnerships AND Jobber & Lancaster (2012) Selling and Sales Management. Selected sections of the books to be announced at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Eeva-Liisa Oikarinen

Työelämäyhteistyö:

Visiting industry experts with real-life case problems explaining theoretical aspects and models. Sales practices involving actual business cases. Observation of actual sales situations and/or interviews with managers. Group work skills.

Lisätiedot:

The number of students is limited.

721472S: Digital Marketing, 6 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Timo Koivumäki

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (Year 1)

Osaamistavoitteet:

After completing the course, the student is able to (1) understand the core concepts related to digital marketing, (2) assess the characteristics of digital media in comparison to traditional media, (3) plan digital marketing at strategic and tactical levels, (4) analyze digital marketing performance against the business objectives, and (5) develop an international digital marketing strategy.

Sisältö:

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. Emphasis is also placed on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) identification of digital marketing objectives and strategy, (3) digital marketing tactics, (4) digital analytics, and (5) strategic planning and management of digital marketing

Järjestämistapa:

Blended approach

Toteutustavat:

36 hours lectures. In addition, independent reading of the articles and other related material, 124 h.

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection AND other material appointed by the lecturer as well as possible compendium.

Suoritustavat ja arviointikriteerit:

Assignments (30%), Group work (70%)

Arviointiasteikko:

The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Timo Koivumäki and Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

First-hand experience of social media and other digital marketing practices and analytics. Group work will be done in co-operation with companies. Visiting lecturers from companies and/or other expert organizations.

Lisätiedot:

The number of students is limited.

(First year fall language courses. List of courses and teaching timetable is available in Marketing degree structure diagramme. Check your language requirements from Marketing course catalogue (2020-2021). Foreign degree students include 5 ECTS credits of Finnish language studies. Finnish degree students include 902177Y Academic English for Business, 5 ECTS)

900017Y: Survival Finnish, 2 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900017Y Suomi vieraana kielenä 2.0 op

Taitotaso:

A1.1

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

Lähtötasovaatimus:

Aikaisempia suomen kielen opintoja ei tarvita.

Laajuus:

2 op

Opetuskieli:

Kurssilla käytetään opetuskielenä sekä suomea että englantia.

Ajoitus:

-

Osaamistavoitteet:

Kurssin suoritettuaan opiskelija ymmärtää ja käyttää kaikkein yleisimpiä arkipäivään liittyviä perusilmauksia ja -fraaseja. Hän osaa etsiä yksittäisiä tietoja yksinkertaisimmista teksteistä. Lisäksi opiskelija tunnistaa suomen kielen keskeisimmät ominaispiirteet ja suomalaisen tavan kommunikoida.

Sisältö:

Kurssi on johdantokurssi, jonka aikana opetellaan jokapäiväiseen elämään liittyviä hyödyllisiä fraaseja, sanastoa, ääntämistä sekä vähän peruskielioppia. Kurssin sisältöön kuuluvat seuraavat aihealueet ja viestintätilanteet: yleistä perustietoa suomen kielestä; tervehtiminen, kiittäminen, anteeksipyyttäminen; esittäytyminen, perustietojen kertominen ja samojen asioiden kysyminen puhekumppanilta; numerot, kellonajat, viikonpäivät, vuorokaudenajat, ruoka, juoma ja hintojen tiedustelu.

Kielen rakenteista opitaan persoonapronominit ja niiden possessiivimuodot, peruslauseen ja kysymyslauseen muodostaminen, muutaman verbin taivutus, yksikön partitiivin käytön perusasiat ja paikansijoista missä-kysymykseen vastaaminen.

Järjestämistapa:

Lähiopetusta, verkko-opetusta ja muuta itsenäistä työskentelyä. Lisäksi yksi ryhmä järjestetään kokonaan verkko-opiskeluna.

Toteutustavat:

Luentoja kaksi kertaa viikossa (26 h, sisältäen loppukokeen) ja itsenäistä opiskelua (24 h).

Kohderyhmä:

Yliopiston kansainväliset perus- ja jatkokutkinto-opiskelijat, vaihto-opiskelijat sekä henkilöstö.

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Jaetaan kurssin aikana.

Suoritustavat ja arviointikriteerit:

Osallistuminen kontaktiopetukseen ja itsenäinen työskentely. Opiskelijan on osallistuttava säännöllisesti oppitunneille, tehtävä annetut kotitehtävät ja läpäistävä kurssin lopussa pidettävä koe.

Lue lisää [opintosuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla hyväksytty/hylätty. Arvioinnissa otetaan huomioon opiskelijan aktiivisuus, tehtävien suorittaminen sekä loppukoe.

Vastuhenkilö:

Arja Haapakoski

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900013Y: Suomen kielen peruskurssi 1, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900013Y Suomea ulkomaalaisille, alkeiskurssi 2.0 op

Taitotaso:

A1 (taitotaso A1.2)

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille ja yliopiston henkilöstölle.

Lähtötasovaatimus:

A1.1, Suomen kielen johdantokurssi (90017Y) tai vastaavat suomen kielen taidot.

Laajuus:

3 op

Opetuskieli:

Kurssilla käytetään opetuskielenä sekä suomea että englantia.

Ajoitus:

-

Osaamistavoitteet:

Kurssin suoritettuaan opiskelija ymmärtää ja käyttää tuttuja arkipäivän ilmauksia ja perustason sanontoja, jotka liittyvät henkilökohtaisiin asioihin tai välittömään tilanteeseen. Hän pystyy yksinkertaisiin

keskusteluihin, jos puhutaan hitaasti ja selvästi ja jos häntä autetaan. Opiskelija pystyy lukemaan lyhyitä ja yksinkertaisia, tuttuihin asioihin liittyviä tekstejä ja viestejä. Lisäksi opiskelija on syventänyt tietoaan suomen kielestä ja suomalaisesta viestintäkulttuurista.

Sisältö:

Kurssi on alempi alkeistason kurssi, jonka aikana opetellaan kommunikointitaitoja jokapäiväiseen elämään liittyvissä tilanteissa. Kurssilla laajennetaan sanavarastoa, opitaan lisää kielen rakenteita ja ääntämistä sekä harjoitellaan ymmärtämään ja tuottamaan helppoa puhuttua kieltä sekä lyhyitä kirjoitettuja viestejä.

Kurssin sisältöön kuuluvat seuraavat aihealueet ja viestintätilanteet: itsestä, perheestä, opiskelusta ja omasta päivästä kertominen sekä kysymysten esittäminen samoista asioista puhekumppanille; mielipiteen ilmaiseminen; ruoka juomat ja asioiminen ruokakaupassa; asuminen ja asunnon kuvaileminen, värit ja adjektiivit.

Kielen rakenteista opitaan verbityypit, verbien ja nominien astevaihtelun perusasiat, yksikön genetiivi ja perusasioita partitiivista, omistusrakenne, joitakin sanatyyppejä ja perustietoa paikallissijoista.

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

Kontaktiopetusta 2 kertaa viikossa (26 t, sisältäen loppukokeen) ja itsenäistä työskentelyä (55 t).

Kohderyhmä:

Yliopiston kansainväliset perus- ja jatkotutkinto-opiskelijat, vaihto-opiskelijat sekä henkilöstö.

Esitietovaatimukset:

Suomen kielen johdantokurssin suorittaminen tai vastaavat tiedot.

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Kuparinen, K. & Tapaninen, T. Oma suomi 1 (kpl 2 - 5)

Suoritustavat ja arviointikriteerit:

Osallistuminen kontaktiopetukseen ja itsenäinen työskentely. Opiskelijan on osallistuttava säännöllisesti oppitunneille, tehtävä annetut kotitehtävät ja läpäistävä kurssin lopussa pidettävä koe.

Lue lisää [opintosuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla 1-5. Arvioinnissa otetaan huomioon opiskelijan aktiivisuus, tehtävien suorittaminen sekä loppukokeen tulos.

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa. Kurssi alkaa heti Suomen kielen johdantokurssin jälkeen.

900015Y: Suomen kielen jatkokurssi I, 5 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900015Y Suomea ulkomaalaisille, jatkokurssi 2 4.0 op

Taitotaso:

A2.1

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille sekä henkilökunnalle.

Lähtötaaso vaatimus:

A1.3, Suomen kielen peruskurssi 2 (90053Y) tai vastaavat suomen kielen taidot.

Laajuus:

5 op

Opetuskieli:

Kurssilla käytetään opetuskielenä pääasiassa suomea.

Ajoitus:

-

Osaamistavoitteet:

Kurssin suoritettuaan opiskelija osaa viestiä tavallisimmissa arkipäivään liittyvissä tilanteissa ja tehtävissä, joissa aiheena ovat tutut ja jokapäiväiset asiat. Hän pystyy etsimään tietoa ja poimimaan pääasiat erilaisista teksteistä ja ymmärtää aiheen ja joitakin yksityiskohtia ympärillään käytävästä keskustelusta. Opiskelija osaa kuvailla tapahtumia ja kokemuksiaan sekä suullisesti että kirjoittamalla. Hän tunnistaa yleiskielen ja puhekielen eroja. Hän tunnistaa myös kohteliaan ja epäkohteliaan ilmauksen ja pystyy soveltamaan niitä omassa tuotoksessaan.

Sisältö:

Tämä on alempi jatkokurssi, jonka aikana opiskelija vahvistaa kommunikointitaitojaan jokapäiväiseen elämäänsä liittyvissä tilanteissa. Kurssilla kartutetaan sanavarastoa ja tietämystä kielen rakenteista, harjoitellaan ymmärtämään ja tuottamaan puhuttua kieltä sekä harjoitellaan lehtitekstien lukemista.

Kurssin sisältöön kuuluvat seuraavat viestintätilanteet ja aihealueet: erilaisten asioiden tiedusteleminen; kohteliaisuuden ilmaiseminen; tapaamisesta sopiminen; ohjeiden antaminen; ostosten tekeminen; menneisyydestä puhuminen ja suunnitelmistaan kertominen; harrastukset, asiointi esim. lääkärissä ja postissa.

Kielen rakenteista opitaan lisää imperatiivista, verbien rektioita, verbaalisubstantiivi (-minen), passiivin preesens, osa nominien monikon taivutuksesta, kolmas infinitiivi (ma-infinitiivi), lisää lausetyyppejä, perfekti, lisää objektista.

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

Kontaktiopetusta 2 kertaa viikossa (52 t, sisältäen kokeet) ja itsenäistä työskentelyä (83 t).

Kohderyhmä:

Yliopiston kansainväliset perus- ja jatkotutkinto-opiskelijat, vaihto-opiskelijat sekä henkilökunta

Esitietovaatimukset:

Suomen kielen peruskurssi 2 suorittaminen

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Gehring, S. & Heinzmann, S.: **Suomen mestari 2, (kappaleet 1 - 5)**

Suoritustavat ja arviointikriteerit:

Osallistuminen kontaktiopetukseen ja itsenäinen työskentely. Opiskelijan on osallistuttava säännöllisesti oppitunneille, tehtävä annetut kotitehtävät ja läpäistävä kurssin aikana pidettävät kokeet.

Lue lisää [opintasuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla 1-5. Arvioinnissa otetaan huomioon opiskelijan aktiivisuus, tehtävien suorittaminen sekä kokeiden tulokset.

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900016Y: Suomen kielen jatkokurssi II, 5 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

A2.2

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille sekä henkilökunnalle. Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluun kuuluvaan opintojaksoon osallistua. Katso OAMK-opiskelijoille suunnattu yliopiston opetustarjonta, osallistujakiintiöt sekä hakeminen opintoihin sivulta <https://www oulu.fi/opiskelijalle/ristiinopiskelu>.

Lähtötasovaatimus:

A2.1, Suomen kielen jatkokurssi 1 (90015Y) tai vastaavat suomen kielen taidot.

Laajuus:

5 op

Opetuskieli:

Kurssilla käytetään opetuskielenä suomea.

Ajoitus:

-

Osaamistavoitteet:

Kurssin jälkeen opiskelija pystyy kommunikoimaan monissa epävirallisissa tilanteissa. Hän ymmärtää pääkohdat yleiskielisistä viesteistä ja puheesta, joita hän näkee ja kuulee työssään, opiskelussaan ja vapaa-ajallaan. Opiskelija pystyy tuottamaan sidosteista ja johdonmukaista tekstiä tutuista ja itseään kiinnostavista aiheista. Hän osaa kuvata erilaisia asioita ja kertoa muille kuulemastaan ja näkemästään.

Sisältö:

Tämä on ylempi jatkokurssi, jonka aikana opitaan kommunikoimaan epävirallisissa, arkipäivään, työ- ja opiskeluelämään liittyvissä kirjallisissa ja suullisissa tilanteissa. Kurssilla harjoitellaan ymmärtämään puhuttua kieltä ja erilaisia tekstejä, etsimään tietoa ja kertomaan siitä muille. Oppitunneilla pääpaino on suullisissa pari- ja ryhmäharjoituksissa.

Kurssin sisältöön kuuluvat seuraavat aihealueet ja viestintätilanteet: asiointi esimerkiksi vaatekaupassa, puhelimesta puhuminen; suomalainen small talk; reagointi erilaisissa tilanteissa; tietoa suomalaisista juhlista ja puhekielen piirteistä.

Kielen rakenteista opitaan perfekti ja pluskvamperfekti ja kerrataan verbien aikamuotojen käyttö, adjektiivien vertailuasteet, konditionaali, lisää nominien monikosta (erityisesti monikon partitiivista), lisää objektista ja predikaatiivista, passiivin preesens ja imperfekti.

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

Kontaktiopetusta kaksi kertaa viikossa (52 t, sisältäen kokeet) ja itsenäistä työskentelyä (83 t)

Kohderyhmä:

Yliopiston kansainväliset perus- ja jatkokutkinto-opiskelijat, vaihto-opiskelijat sekä henkilöstö. Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluopintoihin kuuluvaan opintojaksoon osallistua. OAMK-opiskelijoiden osalta kiintiö on vähintään kaksi OAMK-opiskelijaa.

Katso lisätietoja <https://www oulu.fi/opiskelijalle/ristiinopiskelu>.

Esitietovaatimukset:

Suomen kielen jatkokurssi 1 suorittaminen tai vastaavat taidot

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Gehring, S. & Heinzmann, S.: **Suomen mestari 2** (kappaleet 6 - 8)

Suoritustavat ja arviointikriteerit:

Osallistuminen kontaktiopetukseen ja itsenäinen työskentely. Opiskelijan on osallistuttava säännöllisesti oppitunneille, suoritettava annetut tehtävät ja läpäistävä kurssilla pidetyt kokeet.

Lue lisää [opintosuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla 1-5. Arvioinnissa otetaan huomioon opiskelijan aktiivisuus, tehtävien suorittaminen sekä kokeiden tulokset.

Vastuuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900054Y: Suomen kielen keskustelukurssi, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

B1/B2 Eurooppalaisen viitekehysten mukaan

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille. Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluun kuuluvaan opintojaksoon osallistua. Katso OAMK-opiskelijoille suunnattu yliopiston opetustarjonta, osallistujakiintiöt sekä hakeminen opintoihin sivulta <https://www oulu.fi/opiskelijalle/ristiinopiskelu>.

Lähtötasovaatimus:

A2.2

Suomen kielen jatkokurssi 2 (90016Y) tai vastaavat suomen kielen taidot.

Laajuus:

3 op

Opetuskieli:

Suomi

Ajoitus:

-

Osaamistavoitteet:

Opintojakson jälkeen opiskelija pystyy säännölliseen (ja luontevaan) vuorovaikutukseen syntyperäisen puhujan kanssa. Hän pystyy kuvaamaan (selkeästi ja yksityiskohtaisesti) monenlaisia asioita, selostamaan

kokemuksiaan ja kuvaamaan tunteitaan, reaktioitaan ja unelmiaan sekä pitämään yllä keskustelua. Opiskelija osaa tuoda esille oman mielipiteensä, perustella sanottavansa ja tuoda esille asian edut ja haitat. Hän pystyy myös pitämään (selkeän) valmistellun esityksen ja vastaamaan yleisökysymyksiin.

Sisältö:

Opintojakson aikana opiskelija vahvistaa viestintätaitoaan sekä virallisissa että epävirallisissa tilanteissa. Tarkoituksena on aktivoida erityisesti opiskelijan suullista kielitaitoa sekä rohkaista häntä käyttämään suomea myös virallisissa tilanteissa. Kurssilla tehdään erityyppisiä keskustelu- ja tilanneharjoituksia sekä kuuntelutehtäviä eri aihealueilta. Lisäksi tehdään pienimuotoinen kyselytutkimus, jonka tuloksista raportoidaan suullisesti.

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

Kontaktiopetusta kerran viikossa (28-30 t), ryhmätyöskentelyä (15 t) ja itsenäistä työskentelyä (36 t).

Kohderyhmä:

Yliopiston kansainväliset perus- ja jatkotutkinto-opiskelijat, vaihto-opiskelijat sekä henkilökunta. Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluun kuuluvaan opintojaksoon osallistua. Katso OAMK-opiskelijoille suunnattu yliopiston opetustarjonta, osallistujakiintiöt sekä hakeminen opintoihin sivulta <https://www.oulu.fi/opiskelijalle/ristiinopiskelu>.

Esitietovaatimukset:

Suomen kielen jatkokurssi 2 (900016Y) tai vastaavat taidot

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Jaetaan kurssi aikana.

Suoritustavat ja arviointikriteerit:

Osallistuminen kontaktiopetukseen ja itsenäinen työskentely. Opiskelijan on osallistuttava säännöllisesti oppitunneille, ryhmätyöskentelyyn sekä tehtävä annetut kotitehtävät. Lue lisää [opintosuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla hyväksytty/hylätty.

Vastuuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa. Henkilökunta ilmoittautuu henkilöstökoulutusportaalissa.

900027Y: Suomen kielen kirjoittamisen erityiskurssi, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

B1/B2 Eurooppalaisen viitekehyksen mukaan

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluopintoihin kuuluvaan opintojaksoon osallistua. OAMK-opiskelijoiden osalta kiintiö on vähintään kaksi OAMK-opiskelijaa. Katso lisätietoja <https://www oulu.fi/opiskelijalle/ristiinopiskelu>.

Lähtötaaso vaatimus:

A2.2 Suomen kielen kurssi edistyneille 2 (90020Y) tai vastaavat suomen kielen taidot.

Laajuus:

3 op

Opetuskieli:

Suomi

Ajoitus:

-

Osaamistavoitteet:

Opintojakson jälkeen opiskelija osaa kirjoittaa yhtenäisiä ja yksityiskohtaisia kuvauksia ja selostuksia monista aiheista. Hän pystyy referoimaan tekstiä ja perustelemaan väitteitään. Hän osaa ottaa huomioon kirjoitusprosessin vaiheet ja ymmärtää eri tekstien funktion ja kohderyhmän merkityksen. Opiskelija erottaa virallisessa ja epävirallisessa yhteydessä käytettävän tyylin.

Sisältö:

Opintojakson aikana opiskelija kehittää suomen kielen kirjoitustaitoaan ja saa ohjausta erilaisten opiskelussa ja työelämässä tarvittavien tekstien laatimiseen. Kurssilla kirjoitetaan kirjeitä erilaisille vastaanottajille, mielipidekirjoitus, referaatti, työpaikkahakemus ja raportti.

Järjestämistapa:

Aloitustapaaminen ja sen jälkeen ohjattua opiskelua Moodle-ympäristössä.

Toteutustavat:

Kurssi järjestetään verkossa, Moodle-ympäristössä.

Kohderyhmä:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

Myös Oulun ammattikorkeakoulun opiskelijat voivat tähän ristiinopiskeluopintoihin kuuluvaan opintojaksoon osallistua. OAMK-opiskelijoiden osalta kiintiö on vähintään kaksi OAMK-opiskelijaa. Katso lisätietoja <https://www oulu.fi/opiskelijalle/ristiinopiskelu>.

Esitietovaatimukset:

Suomen kielen jatkokurssi 2 suorittaminen

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Verkkomateriaali Moodlessa.

Suoritustavat ja arviointikriteerit:

Ohjattu itsenäinen työskentely verkossa. Opiskelijan on kirjoitettava kaikki vaaditut tekstit ja muokattava niitä saamansa palautteen perusteella.

Lue lisää [opintosuoritusten arvostelusta](#) yliopiston verkkosivulta.

Arviointiasteikko:

Kurssi arvioidaan asteikolla hyväksyty/hylätty.

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa. Henkilökunta henkilöstökoulutuportaalisissa.

902177Y: Academic English for Business, 5 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Taitotaso:

B2-C1

Asema:

First-year students in the International Business Masters program of Oulu Business School.

Lähtötasovaatimus:

-

Laajuus:

5 cr

Opetuskieli:

English

Ajoitus:

Autumm term only

Osaamistavoitteet:

By the end of the course, students are able to:

- demonstrate the ability to organize information by writing essays with a good degree of fluency
- demonstrate the ability to search for and synthesize information from several sources
- demonstrate the ability to compile a short research paper including the usual components of a research paper with a good degree of fluency
- demonstrate the ability to discuss and form conclusions from own research
- demonstrate the ability to present own research in a presentation.

Sisältö:

In this course, students will learn about different essays and practice writing different kinds of essays as well as study and compile a research paper including all the usual components of a research paper. Students will utilize a variety of sources, take notes, paraphrase and quote from sources. Students will use usual conventions for documentation of sources and through this process practice the process of writing research papers in English.

Järjestämistapa:

The course includes 19 classroom sessions and homework and participation in the classroom sessions is mandatory.

Toteutustavat:

Classroom sessions include 38 hours of classroom instruction and coaching and 57 hours of homework following classroom sessions / 35 hours of independent work writing draft 2 of the research project.

Kohderyhmä:

First-year students in the International Business Masters program of Oulu Business School

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Course material in Moodle.

Suoritustavat ja arviointikriteerit:

Course assessment is carried out by assessment of 3 essays (35 points), the research paper (45 points) and the presentation (20 points).

Arviointiasteikko:

1-5 /Fail

Vastuuhenkilö:

Jaana Sorvari

*First year spring courses***721469S: Business Marketing in Networks, 6 op****Voimassaolo:** 01.08.2019 -**Opiskelumuoto:** Syventävät opinnot**Laji:** Opintojakso**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu**Arvostelu:** 1 - 5, hyv, hyl**Opettajat:** Hanna Komulainen**Opintokohteen kielet:** englanti**Voidaan suorittaa useasti:** Kyllä**Laajuus:**

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

Upon completion of the course, students are able to understand, define and assess different theoretical approaches to business marketing in networks. They are able to explain why the different kinds of networks are important in global business life and are able to coordinate those considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. Students are able to analyze the underlying logic of different types of strategic nets, value creation between organizations likewise sources of conflict and conflict resolution strategies. Having completed the course, students are able to view and evaluate B2B relationships from different perspectives and are capable to evaluate and argue the relevance and usefulness of different B2B marketing theories. In addition, students have enhanced their multicultural teamwork skills in group working and have both written and oral presentation skills to interpret scientific articles and solve practical business problems.

Sisältö:

The basic concepts and principles of managing business relationships and network thinking including the following themes: 1) Principles of network thinking and basic concepts, 2) Business network management and strategic nets, 3) Value creation in business relationships, 4) Key account management, 5) Relationship portfolios, 6) Development of business relationships, 7) B2B relationships and networks in international context, 8) Sources of conflicts and conflict resolution in business networks, 9) Social capital and its meaning in networks, and 10) Customer knowledge management and knowledge sharing.

Järjestämistapa:

Blended approach (face-to-face teaching and web-based teaching)

Toteutustavat:

Course includes an introduction lecture followed by independent online studies (40 h) and contact lectures (24 h), and related to these, different assignments such as article analyses, case exercises, multicultural group works and group presentations (50h). Independent reading of the course materials for the individual final assignment (46 h) is required to pass the course.

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

No prerequisites

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Article collection and other course material appointed by the lecturer available in Moodle.

Suoritustavat ja arviointikriteerit:

Obligatory exercises and exam/individual assignment. The assessment of the course is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Hanna Komulainen

Työelämäyhteistyö:

Understanding business networks and their management is a highly relevant work life skill in modern and global business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, visiting industry experts with real-life cases and practicing multicultural teamwork during the course gives relevant skills for work life.

Lisätiedot:

The number of students is limited.

721436S: Brand Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Teck Tan

Opintokohteen kielet: englanti

Leikkaavuudet:

721427A Brändijohtaminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

Upon completion of this course, the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies, in both local and global contexts. The student is able to assess brand value from the perspectives of a firm, customers, and different stakeholders. Also, the student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the student is able to analyze different phases and factors of the branding process. Accordingly, the student is able to make brand-related decisions and apply the brand perspective as a strategic asset of businesses. Students are also able to analyze and discuss contemporary and globally-related problems and develop appropriate brand strategies and initiatives.

Sisältö:

The brand phenomenon from versatile and contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and evolution of brand research, designing branding strategies

and brand communication, brand value, network perspective in branding, managing brands over time. In addition, different branding contexts are examined, e.g. SME branding, service branding, B2B branding, place branding, digital branding and non-profit branding.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

Preparation for and passing a pre-exam based on three articles (will be announced in November at Noppa and online learning space) (26 h), lectures and visiting lectures, (34 h), reading the assigned articles (20 h), brand analysis (including real-life case) as group work (40 h), learning diary (40 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Articles determined for the pre-exam (home-exam at online learning space, deadline week 2) AND an article collection announced during the course. Recommended additional material: Rajendra K. Srivastava and Gregory Metz Thomas (eds.). 2016. The Future of Branding.

Suoritustavat ja arviointikriteerit:

Assessment will be at three stages: pre-examination (20 %), group work and its presentation (50 %) and an individual learning diary (30 %). The assessment is based on the learning outcomes of the course unit. Before the course, follow Noppa for announcements regarding pre-exam material, and sign in for the course preferably by the end of December.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

The course includes guest lectures from different fields of branding. The students will implement a brand analysis of a company as part of their group work.

Lisätiedot:

The number of students is limited.

721559S: Venture Growth Strategies, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Sakari Sipola

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721559S Venture Growth Strategies 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English.

Ajoitus:

Period 4, first year of the Master's program.

Osaamistavoitteet:

After the course the student can understand the risks and rewards related to different growth strategies, recognize the fundamental elements of successful ventures and the needed resources and competencies for developing and scaling them at international markets. The students are able to read the startup landscape at different geographical contexts.

Sisältö:

The course provides an overview of high-growth entrepreneurship and the process of building and scaling ventures with significant business potential. Recent advancements in the startup field are discussed with a specific focus on Silicon Valley and different forms of entrepreneurial finance such as public finance and venture capital.

Järjestämistapa:

Face-to-face teaching, online activity.

Toteutustavat:

Blended teaching method of 24 hours of lectures, visiting industry experts, and online work (12h) with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Basic and intermediate studies in international business management

Yhteydet muihin opintojaksoihin:

721565S Design Driven Innovation, 721434S Selling and Sales Management, 721566S Business Impact Project

Oppimateriaali:

Article collection and online material.

Suoritustavat ja arviointikriteerit:

Assessment will be based on individual written report, assignments and lecture activity.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Sakari Sipola

Työelämäyhteistyö:

Visiting industry experts provide real-life cases and examples.

Lisätiedot:

The number of students is limited.

721460S: Marketing Theory, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4. It is recommended to complete the course at the 1st spring semester, before the Master's Thesis seminar

Osaamistavoitteet:

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a theoretical starting point and argue for the choices in their research. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written form.

Sisältö:

During the course e.g. the following issues will be dealt with: marketing as a science, different marketing schools thought, implications of the multiple schools of thought, nature and logics of theoretical contribution and process of scientific publication.

Järjestämistapa:

Face-to-face teaching with some online elements.

Toteutustavat:

24 contact teaching, 42h teamwork, independent reading of the textbooks (94 h).

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Students need to have completed minimum of 30 ECTS in marketing master level courses to complete the course.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Baker M.J. & Saren, M. (2016) Marketing Theory AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. (2009 or newer).

Suoritustavat ja arviointikriteerit:

Home exam including oral exam in pairs (50 %), Individual blog writing and commenting assignment (25 %) and Individual essay (25 %).

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Pauliina Ulkuniemi

Työelämäyhteistyö:

The course contains practicing team work skills. The students also write a blog text and comment on it.

Lisätiedot:

The number of students is limited.

721064S: Qualitative Methods in Business Research, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Leikkaavuudet:

721063A Tutkimusmenetelmät 8.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year)

Osaamistavoitteet:

Students will learn to plan and conduct scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods to produce new knowledge and report research results.

Sisältö:

The following themes will be covered: 1) research and writing as a process, 2) research ethics, 3) research planning and research design, 4) literature review, 5) data collection, 6) data analysis and 7) drawing conclusions.

Järjestämistapa:

Lectures, group exercises and self study.

Toteutustavat:

Lectures and group exercises (32 h), group work (44 h), self-study (54 h).

Kohderyhmä:

Students of the Master's program in Marketing and International Business Management.

Esitietovaatimukset:

Basic and intermediate studies in marketing or international business management.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Collection of articles and other material provided by teachers.

Suoritustavat ja arviointikriteerit:

Assessment will be based on the learning outcomes.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

Työelämäyhteistyö:

Students will learn skills that will help them to search for reliable information and analyze it critically, evaluate the credibility of the information, and create new knowledge to support managerial decisions.

Lisätiedot:

The number of students is limited.

Second year courses

721070S: Globally Responsible Business, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anne Keränen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (Year 2)

Osaamistavoitteet:

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context. Students are also able to express their ideas in written and oral form and communicate them online.

Sisältö:

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management/international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

Järjestämistapa:

Online study methods.

Toteutustavat:

Independent study of the given material 70h, online discussions and groupwork 70h, and conducting individual assignments and learning reports 20h.

Kohderyhmä:

Students from all OBS Master's programmes.

Esitietovaatimukset:

30 credits (5 Master level courses).

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Course Book (to be announced later), articles and materials provided by the course instructors.

Suoritustavat ja arviointikriteerit:

Individual contributions (reports, video, online exam) count for 60% and group contributions (blogpost, case report) 40%.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. The course consist of five different parts and students acquire a grade by passing the five different parts in numerical order.

Vastuhenkilö:

Anne Keränen

Työelämäyhteistyö:

The course includes global and local real life case examples and analyses. Course learning methods advance modern communication and interaction methods relevant in work life. Students gain abilities to perceive and develop responsibility in business.

Lisätiedot:

The number of students is limited. Registration open 1.12.2020-12.1.2021

721430S: Pro gradu -tutkielma, markkinointi, 30 op

Opiskelumoto: Syventävät opinnot

Laji: Lopputyö

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi, englanti

Laajuus:

30 credits

Opetuskieli:

English, Master's Thesis can be written in Finnish

Ajoitus:

Period 1-4 (2nd year of Master's Programme)

Osaamistavoitteet:

Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline. Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

Sisältö:

Most of the work is independent writing of the thesis report, but during the master's thesis work students participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars, they receive guidance and feedback from their supervisor on how to proceed in and complete their research report.

Järjestämistapa:

Face-to-face teaching in seminar sessions.

Toteutustavat:

Independent work and face-to-face teaching in seminar sessions. Students prepare and present three reports during the course: 1) Research plan, 2) Intermediate report and 3) Manuscript. The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session. Discipline-based kick-off/info sessions are organized in September and May.

Kohderyhmä:

Students of the Master's program in Marketing.

Esitietovaatimukset:

723020A Bachelor's Thesis or another university degree.

Oppimateriaali:

Scientific articles and other theoretical and empirical materials collected by the students for their individual study.

Suoritustavat ja arviointikriteerit:

Examination through written research report based on the defined assessment criteria.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for fail.

Vastuhenkilö:

Professors

Työelämäyhteistyö:

Working life cooperation is dependent on the particular project. However, the students will learn problem solving and analytical skills as well as oral and written presentation skills needed for a business graduate in working life. Students deepen their understanding of their own profession.

Lisätiedot:

Open only to students of the Master's program in Marketing

Second year courses; select 4 courses

721474S: Procurement and Supply Chain Management, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jari Juga

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

After passing the course, students can describe the various roles and functions of purchasing and logistics from a strategic supply chain perspective. They know the main tasks and responsibilities in purchasing and are able to analyze business relationships involving co-operation with suppliers. The students can critically evaluate and interpret supply chain phenomena using conceptual and analytical models and can communicate their ideas in written and oral form.

Sisältö:

Definition of key concepts and planning tools of procurement and supply chain management. Discussion of procurement processes and organizational choices in different industry contexts, including global purchasing, buying of services, outsourcing and public procurement. Lean and agile supply chain supply chain management initiatives are examined together with collaborate practices (e.g. ECR, CPFR, SCOR).

Järjestämistapa:

Online course

Toteutustavat:

Weekly assignments in course learning space including independent study, group work, discussions and reflection.

Kohderyhmä:

Master's level students in marketing

Esitietovaatimukset:

The course is an independent entity and does not require additional studies carried out at the same time.

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

T.E. Johnsen, M. Howard & J. Miemczyk (2018), Purchasing and Supply Chain Management: A Sustainability Perspective, 2nd ed, Routledge. Other material appointed by course instructors.

Suoritustavat ja arviointikriteerit:

Individual online exam (20%), Individual (40%) and groupwork reports (40%).

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Professor Jari Juga and Professor Pauliina Ulkuniemi

Työelämäyhteistyö:

The course includes case exercises representing real-life procurement and supply chain phenomenon and their analysis.

Lisätiedot:

The number of students is limited.

721473S: Quantitative Methods in Marketing Research, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

Sisältö:

Lectures and related material include the following themes: 1) Background for market research and data based decision making, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, PSPP, Webropol) and finally, 3) Issues related to reporting quantitative research and statistical research.

Järjestämistapa:

Blended approach.

Toteutustavat:

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries and course work 72 hours and, independent reading of the articles and other related material with the group work and writing group work of 52 hours.

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Course book will be announced later in lectures. Article collection, and other material as well as possible compendium can be downloaded from Moodle.

Suoritustavat ja arviointikriteerit:

Individual course work, learning diaries and group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Juha Tuunainen, Jan Hermes (assistants: Marianne Ylitalo, Outi Merilahti)

Työelämäyhteistyö:

Basic understanding relating for cyber security, how to collect data for data based decision making and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

Lisätiedot:

The number of students is limited.

721567S: Technology and Data Analytics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuure Haarjärvi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

Osaamistavoitteet:

Students gain understanding about the impact of AI technology development. Focus will be on the current advancement of machine learning and influence technology has on business and society. Students are also able to express their ideas analytically and effectively both in written and oral form.

Sisältö:

Course will use psychological and philosophical theories to understand what intelligence is. Artificial intelligence is discussed from a perspective of neural networks and machine learning. Business impact analysis is done via Porter's three generic strategies. Moral Foundations Theory and O-Ring Principle are used to understand and assess societal impact.

Topics are discussed mainly from non-technical perspective (eg. no AI programming or logic scripting) on technology.

Järjestämistapa:

Face-to-Face teaching with materials and resources online. Industry visitors.

Toteutustavat:

The course consists of lectures with reflections, visitor lectures, workshop sessions, reading the course literature, writing the report. Students will apply their theoretical knowledge and approaches in an individual course assignment.

Kohderyhmä:

Students of the Master's program in International Business Management and Marketing

Esitietovaatimukset:

none

Yhteydet muihin opintojaksoihin:

none

Oppimateriaali:

none

Suoritustavat ja arviointikriteerit:

Exercises and learning diary.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Tuure Haarjärvi

Työelämäyhteistyö:

Course will have multiple visitors from companies lecturing relevance of disruptive technologies for their business.

Lisätiedot:

The number of students is limited.

721463S: Sustainable Marketing Management, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Timo Pohjosenperä

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (2 Year)

Osaamistavoitteet:

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company cases, and critically assess sustainable marketing strategies and activities and their value to business firms. Students are also able to act professionally in teams, express their ideas analytically and effectively in oral form.

Sisältö:

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' supply chains, partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of real-life company cases.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

Kohderyhmä:

Master's level students in marketing.

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

F-M Belz and K Peattie, (2012) Sustainability Marketing: A Global Perspective. Several articles will also be included in the study material. See further instruction from detailed course description on Moodle learning environment

Suoritustavat ja arviointikriteerit:

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on Moodle learning environment.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuuhenkilö:

Timo Pohjosenperä

Työelämäyhteistyö:

Teamwork and presentation skills based on case company examples. Visiting experts and/or company visits.

Lisätiedot:

The number of students is limited.

721477S: Advanced Perspectives in Brand Co-creation, 6 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Salla Saraniemi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (Year 2)

Osaamistavoitteet:

Upon completion this intensive course, the student is able to identify, discuss and critically analyse different schools of brand management. The student is also able to characterise different brand co-creation perspectives and their implications for organisations and their stakeholders. The student is able to apply theoretical knowledge of brand co-creation processes to real-life brand challenges. In addition, the student learns current research topics of the faculty and is able to formulate research possibilities within the brand phenomenon. This course suits particularly well for students with brand-related master's thesis topic and/or career plans related to brand building and management.

Sisältö:

Schools of brand management, co-creative brand management system, motives for co-creation, complexity of branding platforms, brand storytelling, ethics of brand co-creation, brand co-destruction, other contemporary brand research topics.

Järjestämistapa:

Blended method

Toteutustavat:

Introductory lectures and discussion seminars (20 h), individual Moodle exercises, e.g. writing blog text (60 h), reading assigned articles and text book (50 h), real-life brand challenge as group work (30 h). Attendance for lectures/seminars and brand challenge mandatory.

Kohderyhmä:

Master students in Marketing

Yhteydet muihin opintojaksoihin:

Consumer behaviour, Service marketing and management, Brand management, Marketing Theory.

Oppimateriaali:

Articles assigned by the teacher during the course. Nicholas Ind & Holger J. Schmidt (2019). Co-creating brands. Brand management from a co-creative perspective.

Suoritustavat ja arviointikriteerit:

Group work and its presentation, i.e. brand challenge and its solution, and an individual critical essay.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Saila Saraniemi

Työelämäyhteistyö:

Students create solutions for real-life brand challenge

Lisätiedot:

The number of students is limited: max. 24 students. Enrolling to the course via Weboodi is binding.

721475S: Service Design Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4

Osaamistavoitteet:

Upon completion of this intensive course the student is able to 1) understand how service design thinking can be applied in marketing problems and 2) is able to define ways to implement service design in organizational development towards better customer experience.

Sisältö:

Design thinking as a tool for strategic management, service design foundations and applications, methods to analyse customer needs and experience, methods to plan service journeys.

Järjestämistapa:

Contact teaching

Toteutustavat:

Introductory lectures, Intensive problem based groupwork around real-life company assignment, groupwork presentations.

Kohderyhmä:

Master's level students in marketing

Esitietovaatimukset:

Minimum of 30 ECTS marketing studies completed, including 721471S Service Marketing and Management, 721433S Consumer Behavior and 721436S Brand Management

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Course material provided by the course instructor

Suoritustavat ja arviointikriteerit:

Group work report, presentation and active participation in contact teaching.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Ilkka Ojansivu and Fatima Khitous

Työelämäyhteistyö:

The course includes intensive real-life case exercise.

Lisätiedot:

The number of students is limited.

721476S: Readings in Marketing, 6 op

Voimassaolo: 01.01.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

The course is available during the whole academic year.

Osaamistavoitteet:

Our students demonstrate knowledge of the theories, concepts, frameworks and/or empirical findings of the marketing discipline. They will have skills for individual learning and identifying relevant business research information.

Sisältö:

The contents will be elective within the specific frames and emerging themes set by teachers.

Järjestämistapa:

Independent study.

Toteutustavat:

This non-stop course is available for Marketing students at Oulu Business School throughout the study year 2020-21. Students can hop onto the course whenever it best suits them. By taking the course,

students get themselves familiar with the literature concerning one of the following topics: Entrepreneurial marketing, Global marketing, OR Social marketing. After reading the literature, students can complete the exam in Moodle environment at their chosen time.

Enrolment in WebOodi is required neither for the course nor for the exam. All information related to the completion of the course and the exam are available in Moodle. Students interested in completing the course can self-enrol the Moodle environment '721476S Readings in Marketing, 6 ECTS Credits' by using the following enrolment key: MarketingReadings

The assessment is based on exam.

Kohderyhmä:

Students of the Master's program in Marketing

Yhteydet muihin opintojaksoihin:

The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Required: Book(s) and related materials assigned by teachers.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuuhenkilö:

Dr. Mari Juntunen

Lisätiedot:

The number of students is limited.

721065S: Internship, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Työharjoittelu

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

The internship offers the students the opportunity to learn how to solve problems and to learn organizational tasks and responsibilities related to their major subject. Furthermore, the internship supports students to establish relationships to both working colleagues and business management and develops their communication skills within the organization and its network. The internship offers the students the possibility to develop their skills how to apply their knowledge in working environment and to increase their competence.

Sisältö:

The content is made up of the job description which is related to the student's major subject and which is provided by the organization where the internship will be accomplished. To be eligible for advanced level internship, the student should work either in a managerial position or as an independent specialist who has a responsible position with a possibility to use organizational resources.

Toteutustavat:

The student will work under the supervision of the internship instructor appointed by the company. First, student should contact Sakari Nikkilä to agree on the practicalities and documentation of the internship. Upon completion of the internship the student reflects and describes the internship period in the written

report (8-10 pages) which will be returned with a weekly diary and a copy of the employment certificate to Maati Juntunen and Sakari Nikkilä.

The written report should be 8-10 pages and contain:

1. Description of the organization/company where the internship was completed
2. Description of the tasks, responsibilities and working methods during the internship
3. Description of how the tasks and responsibilities relate to the other functions of the organization
4. Description of how the internship relates to future career plans
5. Business development ideas for the Internship organization
6. Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.

- A description of the organization/company where the internship was completed.
- A detailed description of the tasks, responsibilities and working methods during the internship.
- Description of how the tasks and responsibilities relate to the other functions of the organization.
- Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.

- Description of how the internship relates to future career plans.

More detailed guidelines are available from the responsible persons

Kohderyhmä:

Students of OBS's Master's Programmes

Esitietovaatimukset:

Completed bachelor's studies. Minimum of 30 credits of Master's studies

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

-

Suoritustavat ja arviointikriteerit:

Internship report and other documentation delivered according to the above instructions

Arviointiasteikko:

Pass/Fail

Vastuhenkilö:

Mari Juntunen, Sakari Nikkilä

Työelämäyhteistyö:

The student will work in an organization improving professional skills related to the major subject and developing business knowledge (and personal network).

Lisätiedot:

The internship is an elective course. Internship may also be a business development case or other relevant project (e.g. Demola/Business Kitchen), which needs to be accepted in advance following the general process described above.

721336S: Erikoisaihe, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

If taken as an individual research assignment, upon completion the students demonstrate knowledge of the theories, concepts, frameworks and empirical findings of chosen discipline and they are able to identify and solve relevant problems, and make critical judgments based on them.

Sisältö:

Varies depending on individually agreed on assignment.

Järjestämistapa:

It may be, but is not limited to (1) An advanced level course passed in another university having different contents than those courses offered in the student's program, but otherwise fitting the structure of the studies. If necessary the course may be supplemented with additional tasks. (2) An essay/learning diary of about 20 pages, the requirements of which are agreed on in advance with the person responsible of the course within the major subject. (3) Ad hoc –course organized by OBS (4) A discipline-based business development case or other relevant project (e.g. Demola/Business Kitchen).

Toteutustavat:

Varies on the basis of individually agreed on assignment.

Kohderyhmä:

Students of OBS's Master's Programs

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

To be agreed on with the person responsible of the course within the major subject

Suoritustavat ja arviointikriteerit:

Assessment is based on the learning outcomes of the course and the Master's program. Method varies depending on the individually agreed on assignment.

Arviointiasteikko:

The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

Vastuhenkilö:

Varies depending on the way of completion and the major discipline

Työelämäyhteistyö:

Depends on the individually agreed on assignment.

Lisätiedot:

The number of students is limited. Special Issue is not a course regularly offered to the students.