

Opasraportti

OyKKK - Courses in English for exchange students (2020 - 2021)

University's new study guide for academic year 2020-2021 is published at <https://opas.peppi oulu.fi>.

The study guide includes information on degrees, curriculums, courses and course timetables. Course registrations are still done in Oodi.

If you have questions on information in the study guide, please contact the study field's Academic Affairs Service Team <https://www oulu.fi/forstudents/faculty-study-affairs>.

Courses in English for Exchange Students in Oulu Business School in AY 2020-21

This Course Catalogue lists courses taught in English available for exchange students in Oulu Business School during academic year 2020-21.

Teaching periods for 2020-21

Autumn term 2020

Period 1: Sept 1 - Oct 25, 2020

Period 2: Oct 26 – Dec 18, 2020

The following list of courses gives you an overview of courses taught in the Autumn term 2020

The detailed information for courses can be found in the Courses Tab. Read carefully the information of each course (language of instruction, target group, course content, timing, preceding studies, additional information etc.) you wish to take by clicking the Code of the course.

BACHELOR LEVEL COURSES

AUTUMN 2020 Periods 1 & 2

724210A	Global Economics 5 ECTS
724201A	Internationalization 5 ECTS
724204A	Management Control 5 ECTS
724202A	Managing Multinationals 5 ECTS
724206A	Strategic Marketing Management 5 ECTS
724814P	Introduction to Business Development 5 ECTS
724813P	Entrepreneurship in Action 5 ECTS
724811P	Entrepreneuring for Sustainability 5 ECTS
724815P	Entrepreneurial Assignment 5 ECTS

MASTER LEVEL COURSES

AUTUMN 2020 Periods 1 & 2

721352S	Fundamentals of Economics 6 ECTS
721338S	Mathematical Economics 6 ECTS
721351S	Applied Econometrics 6 ECTS

721066S	Principles of Econometrics 6 ECTS
721072S	Quantitative Economics 6 ECTS
721952S	Portfolio Management 6 ECTS
721957S	Fundamentals of Finance 6 ECTS
721073S	Empirical Research 6 ECTS
721138S	Fundamentals of Accounting 6 ECTS
721195S	Advanced Management Control 6 ECTS
721128S	Corporate Governance 6 ECTS
721192S	Management Accounting Research 6 ECTS
721197S	Advanced International Accounting 6 ECTS
721562S	Organizational Change and Development 6 ECTS
721563S	Entrepreneurial Leadership 6 ECTS
721537S	Introduction to Strategizing Practices 6 ECTS
723038S	Multinational Enterprise Theory 6 ECTS
721433S	Consumer Behavior 6 ECTS
721473S	Quantitative Methods in Marketing Research 6 ECTS
721474S	Procurement and Supply Chain Management 6 ECTS
721471S	Service Marketing and Management 6 ECTS
721434S	Selling and Sales Management 6 ECTS
721472S	Digital Marketing 6 ECTS
721463S	Sustainable Marketing Management 6 ECTS

Spring term 2021

Period 3: Jan 5 – March 14, 2021

Period 4: March 15 – May 9, 2021

The following list of courses gives you an overview of courses taught in the Spring term 2021.

The detailed information for courses can be found in the Courses Tab. Read carefully the information of each course (language of instruction, target group, course content, timing, preceding studies, additional information etc.) you wish to take by clicking the Code of the course.

BACHELOR LEVEL COURSES SPRING 2021

Periods 3 & 4

724208A	Portfolio Theory 5 ECTS
724812P	Building Change through Entrepreneurship 5 ECTS
910003S	Building Business through Creativity and Collaboration 5 ECTS

MASTER LEVEL COURSES SPRING 2021

Periods 3 & 4

721348S	Advanced Microeconomics 6 ECTS
721350S	International Macroeconomics and Finance 6 ECTS
721347S	Advanced Macroeconomics 6 ECTS
721349S	Managerial Economics 6 ECTS
721963S	Corporate Finance 6 ECTS
721383S	Asset Pricing 6 ECTS
721960S	Financial Risk Management 6 ECTS
721193S	Advanced Auditing and Assurance 6 ECTS
721189S	Advanced Financial Statement Analysis 6 ECTS
721134A	Cost Management Systems 6 ECTS
721194S	Advanced Cost Accounting 6 ECTS
721541S	Perspectives on Innovation Management 6 ECTS
721556S	Institutional Context of Global Business 6 ECTS
721564S	Entrepreneurial Leadership Coaching 6 ECTS
721559S	Venture Growth Strategies 6 ECTS
721469S	Business Marketing in Networks 6 ECTS
721436S	Brand Management 6 ECTS
721460S	Marketing Theory 6 ECTS

721064S	Methods in Business Research 6 ECTS
721070S	Globally Responsible Business 6 ECTS

APPLICATION PROCESS

For information on the exchange application process please see www oulu.fi/university/studentexchange. All exchange applicants must submit their exchange application through SoleMOVE by the deadline given, proposed study plan is attached to the on-line application.

Accepted exchange students are required to register to all courses. Course registration takes place once you have received your University of Oulu login information, this takes place close to the start of your exchange period. When registering you will be able to find detailed information on teaching and schedule under the **Instruction** tab.

For arrival and orientation dates see www oulu.fi/university/studentexchange/academic-calender

Any questions on courses in Oulu Business School should be addressed to:

Riitta Kataja
study.business(at)oulu.fi

Further information on application process and services for incoming exchange students:
www oulu.fi/university/studentexchange or international.office(at)oulu.fi

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

910003S: , 5 op
 721193S: Advanced Auditing & Assurance, 6 op
 721194S: Advanced Cost Accounting, 6 op
 721189S: Advanced Financial Statement Analysis, 6 op
 721197S: Advanced International Accounting, 6 op
 721347S: Advanced Macroeconomics, 6 op
 721195S: Advanced Management Control, 6 op
 721348S: Advanced Microeconomics, 6 op
 721351S: Applied Econometrics, 6 op
 721383S: Asset Pricing, 6 op
 721436S: Brand Management, 6 op
 724812P: Building Change Through Entrepreneurship, 5 op
 721469S: Business Marketing in Networks, 6 op
 721433S: Consumer Behavior, 6 op
 721963S: Corporate Finance, 6 op
 721128S: Corporate Governance, 6 op
 721134A: Cost Management Systems, 6 op
 721472S: Digital Marketing, 6 op
 721073S: Empirical Research, 6 op
 724815P: Entrepreneurial Assignment, 5 op
 721563S: Entrepreneurial Leadership, 6 op
 721564S: Entrepreneurial Leadership Coaching, 6 op
 724811P: Entrepreneuring for Sustainability, 5 op
 724813P: Entrepreneurship in Action, 5 op
 721960S: Financial Risk Management, 6 op
 721138S: Fundamentals of Accounting, 6 op
 721352S: Fundamentals of Economics, 6 op
 721957S: Fundamentals of Finance, 6 op
 724210A: Global Economics, 5 op
 721070S: Globally Responsible Business, 6 op
 721556S: Institutional Context of Global Business, 6 op
 721350S: International Macroeconomics and Finance, 6 op
 724201A: Internationalization, 5 op

724814P: Introduction to Business Development, 5 op
 721537S: Introduction to Strategizing Practices, 6 op
 721192S: Management Accounting Research, 6 op
 724204A: Management Control, 5 op
 721349S: Managerial Economics, 6 op
 724202A: Managing Multinationals, 5 op
 721460S: Marketing Theory, 6 op
 721338S: Mathematical Economics, 6 op
 723038S: Multinational Enterprise Theory, 6 op
 721562S: Organizational Change and Development, 6 op
 721541S: Perspectives on Innovation Management, 6 op
 721952S: Portfolio Management, 6 op
 721066S: Principles of Econometrics, 6 op
 721474S: Procurement and Supply Chain Management, 6 op
 721064S: Qualitative Methods in Business Research, 6 op
 721072S: Quantitative Economics, 6 op
 721473S: Quantitative Methods in Marketing Research, 6 op
 721434S: Selling and Sales Management, 6 op
 721471S: Service Marketing and Management, 6 op
 724206A: Strategic Marketing Management, 5 op
 721463S: Sustainable Marketing Management, 6 op
 721559S: Venture Growth Strategies, 6 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

910003S: , 5 op

Voimassaolo: 01.08.2014 - 31.07.2017

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Laajuus:

5 ECTS credits.

Opetuskieli:

English.

Ajoitus:

Fall (Period B).

Osaamistavoitteet:

Upon completion of the course, the student will be familiarized with concepts of learning, collaboration, creativity and emotions. The student will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyze emotions, such as uncertainty, frustration, enthusiasm and joy alone and in teams. The students will produce a piece of art as an outcome of the course workshops, and organize and host an art exhibition together.

Sisältö:

This course employs creative collaborative methods to learn and experience entrepreneurship through art. This process enables outside-of-the-box thinking, creative propositions and getting to know multidisciplinary team members through concrete learning by doing approach. Art is used as an illustration, as materials for case studies, and as a place to work and develop business oriented thinking. The art world is a new metaphor to

describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams.

Järjestämistapa:

Face-to-face sessions and workshops.

Toteutustavat:

Producing a piece of art and presenting it in an exhibition together with others. Reflecting the learning experiences in a personal learning diary during the course. Returning the learning diary latest one week after the course.

Kohderyhmä:

Open to all.

Esitietovaatimukset:

No.

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

Materials provided during the course.

Suoritustavat ja arviointikriteerit:

Active participation in the teamwork. Learning diary assessment.

Arviointiasteikko:

The course utilizes verbal grading scale "pass/fail".

Vastuuhenkilö:

Johanna Bluemink.

Lisätiedot:

The number of students is restricted

Find the Facebook group: "Building Business through Creativity and Collaboration"

<https://www.facebook.com/groups/108738746124019/>

721193S: Advanced Auditing & Assurance, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jenni Jääskö

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year)

Osaamistavoitteet:

After passing the course, the student is able to apply key theories underlying the audit process, assurance services and research. Thus, the student is able to justify decisions made in audit work and research projects. For example, the student is able to assess audit risk and take it into account when planning audit tasks or when pricing audit services. Student is able to make responsible and ethical decisions in auditing tasks. Moreover, student is able to write, communicate, and have professional discussions around central auditing topics.

Sisältö:

Introduction to assurance and financial statement auditing. Concept of audit quality – quality surrogates. Audit risk. Audit sampling theories and applications. Audit pricing. Professional responsibilities and ethics.

Järjestämistapa:

Face-to-face – teaching in form of lectures, seminars and student's presentations.

Toteutustavat:

Lectures and seminars 36 h, term paper 40 h, self-study 84 h. These include class discussions with a visiting executive and students' presentations. The term paper is completed as a group work and presented and discussed in the class.

Kohderyhmä:

Major students in accounting.

Esitietovaatimukset:

The required prerequisite is the understanding of financial reporting and basics of auditing. Therefore, the recommended prerequisite is the completion of the following courses prior enrolling for the course unit: CODE! Fundamentals of Accounting, 721137S International Financial Reporting and 721132S Auditing.

Yhteydet muihin opintojaksoihin:

NA

Oppimateriaali:

Eilifsen, Messier, Glover, Prawitt: Auditing & Assurance Services - International Edition, 2014 or newer. Reading package provided by the lecturer.

Suoritustavat ja arviointikriteerit:

The assessment criteria of the course unit are based on the learning outcomes of the course unit. Assessment covers the exam, the term paper (a group work) including the term paper presentations and discussions, preparation of in class discussions and presentations (a group work).

E-exams in Examinarium.

Arviointiasteikko:

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

Vastuuhenkilö:

Jenni Jääskö

Työelämäyhteistyö:

Students practice audit planning and audit tasks. Teachers of the course have strong practical experience from auditing work especially from company's top management point of view. One guest lecturer has 30 years of experience in top management (CEO, head of board) of listed companies. The other teachers have practical experience in board memberships of companies and audit supervision authorities.

Lisätiedot:

The number of students is limited.

721194S: Advanced Cost Accounting, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Janne Järvinen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (year 1)

Osaamistavoitteet:

After this course the student can construct cost accounting systems and critically evaluate the choices made in their design. S/he will be able to distinguish the systems that are most likely to be suitable for particular types of organizations. The student will also be able to use spreadsheet tools in performing complex management accounting calculations, and will be familiar with TDABC calculations in practise.

Sisältö:

Cost allocation theory and practice, variable vs. absorption cost systems, activity-based costing, TDABC systems

Järjestämistapa:

Face-to-face –teaching.

Toteutustavat:

Lectures 12 h, spreadsheet (excel) + other computer lab exercises 28 h, teamwork and self-study 120

Kohderyhmä:

Accounting major students

Esitietovaatimukset:

721134S Cost Management Systems

Yhteydet muihin opintojaksoihin:

N/A

Oppimateriaali:

Zimmerman, J.L. Accounting for Decision Making and Control, 8th ed. McGraw-Hill, Prentice-Hall, 2013. Other material provided by the lecturer.

Suoritustavat ja arviointikriteerit:

Course assignments, exercises and exam.

Arviointiasteikko:

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

Vastuuhenkilö:

Professor Janne T. Järvinen

Työelämäyhteistyö:

Students will learn to master cost accounting calculations, as well as to make use of Excel to carry them out, which lie at the heart of management accounting practice. In addition, students will design a sophisticated TDABC system under the guidance of a practitioner.

Lisätiedot:

The number of students is limited.

721189S: Advanced Financial Statement Analysis, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Kallunki Juha-Pekka

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (1st year of the Master's programme)

Osaamistavoitteet:

After completing the course, students have knowledge and skills needed in analyzing financial statements in various decision-making situations. In particular, students can analyze financial statements in order to evaluate (i) various aspects of the profitability of the firm, (ii) cash flows vs. accrual earnings, (iii) credit risk of the firm, and (iii) the value of the firm. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

Sisältö:

Lectures, home assignments, and case discussions and presentations.

Järjestämistapa:

Face-to-face teaching, case presentations and discussions.

Toteutustavat:

36 h of lectures, 2 h of case discussion and a presentation; 120 h or self-studying for Home Assignments, case work and other work.

Kohderyhmä:

Major students

Yhteydet muihin opintojaksoihin:

Not applicable.

Oppimateriaali:

Petersen, C., Plenborg, T, and Kindersal, F. (2017). Financial Statement Analysis: Valuation – Credit analysis – Performance Evaluation. Vigmostad & Bjorke AS, research articles; and cases.

Suoritustavat ja arviointikriteerit:

Electronic exam and case works.

Arviointiasteikko:

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

Vastuuhenkilö:

Juha-Pekka Kallunki

Työelämäyhteistyö:

The course focuses on working life skills on how financial and credit analysts, corporate finance advisors and investors use financial statement analysis tools in daily tasks in their organizations.

Lisätiedot:

The number of students is limited.

721197S: Advanced International Accounting, 6 op

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 2 (2nd year of the Master's programme)

Osaamistavoitteet:

After passing the course, the student can interpret and apply more challenging issues of International Financial Reporting Standards (IFRS) such as lease accounting, impairment of assets, measurement of financial instruments, financial reporting for owners' equity, intercorporate equity investments. In addition, the student can take a critical view on the IFRS Conceptual Framework and standard setting process.

Sisältö:

The course comprises the following topics: Fair value measurements, lease accounting, impairment of assets, measurement of financial instruments, financial reporting for owners' equity, intercorporate equity investments.

Järjestämistapa:

Face-to-face teaching and independent work.

Toteutustavat:

Lectures (18 hours), exercises (10 hours), term paper (32 hours), self-study (100 hours).

Kohderyhmä:

Major students.

Esitietovaatimukset:

721138S Fundamentals of Accounting (or 721137S International Financial Reporting)

Yhteydet muihin opintoihin:

Not applicable.

Oppimateriaali:

[Selected IAS and IFRS standards. Revsine, Collins, Johnson, Mittelstaedt & Soffer: Financial Reporting and Analysis, 5th ed. \(2015\). McGraw-Hill/Irwin. Selected chapters.](#)

Suoritustavat ja arviointikriteerit:

Exam (80%), term paper (20%).

Arviointiasteikko:

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

Vastuuhenkilö:

Anna Rossi

Työelämäyhteistyö:

The course will develop in-depth knowledge and essential skills needed for working in accounting departments of companies following IFRS standards. Additionally, investors, financial analysts and auditors working with such companies will benefit from the skills developed during this course.

Lisätiedot:

The number of students is limited.

721347S: Advanced Macroeconomics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Puhakka Mikko

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year of Master's Programme)

Osaamistavoitteet:

Student is able to apply dynamic models in the analysis of aggregate economy. He/she can also use these models in empirical analyses, and is well prepared to write a Master's thesis. Students are also able to express their ideas analytically and effectively in written form.

Sisältö:

A review of ISLM and ADAS models. Two-period models, introduction to dynamic programming, economic growth, new keynesian macro, fiscal policy, search theory

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 lectures and 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours

Kohderyhmä:

The first year Master's students

Esitietovaatimukset:

Fundamentals of Economics (Intermediate micro and macroeconomics), Mathematical Economics, and preferably Advanced Microeconomics (Economic Theory I).

Yhteydet muihin opintojaksoihin:

Active following of current topics e.g. from the Economist or Financial Times.

Oppimateriaali:

P. Minford and D. Peel, Advanced Macroeconomics. Edvard Elgar 2002. M. Puhakka, "Lecture Notes on Two-Period Models in Macroeconomics" (2005), and required readings from a list of readings for the course.

Suoritustavat ja arviointikriteerit:

Written exam and a concise term paper

Arviointiasteikko:

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

Vastuuhenkilö:

Professor Mikko Puhakka

Työelämäyhteistyö:

Students learn relevant analytical and quantitative skills to prepare useful (for decision makers) reports on the state of the economy, say at the levels required in central banks and ministries of finance. The required short term paper enhances further their ability to write concisely about the state of the economy.

Lisätiedot:

The number of students is limited.

721195S: Advanced Management Control, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Janne Järvinen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

Upon the completion of the course students can identify various theoretical perspectives on studying management control systems. Students are able to analyse management accounting and control research with the help of those perspectives, which assists them in their Master's Thesis work. They are also able to combine the research findings to their own experiences and real business life. Students can thus compare the functionality of different accounting control tools and assess the multifaceted influences management accounting and control tools may have on the organization and on people's behaviour.

Sisältö:

The organizational and people side of accounting and control systems: how budgeting, transfer pricing, financial and non-financial performance measures may be used to influence, motivate and control what people do in organisations.

Järjestämistapa:

Face-to-face teaching with materials and resources online, a possibility for a blended approach.

Toteutustavat:

Lectures with small group-based exercises 28 h and a possibility for blended learning online, term paper 63 h, self-study 63 h.

Kohderyhmä:

Major students of Accounting (and International Business Management)

Esitietovaatimukset:

Basic course of management accounting or management control; OR Kaplan, R., Atkinson, A: Advanced Management Accounting: Pearson New International Edition (as applicable), 3rd Edition (2013), Sections 7-10.

Yhteydet muihin opintojaksoihin:

The first year studies of Accounting or International Business Management programme.

Oppimateriaali:

[Hopper, T.; Scapens, R. W.; Northcott, D.: Issues in Management Accounting \(Chapters 9, 11 and 12\), Prentice Hall, 3rd edition \(2007\);](#)

A Collection of Articles.

Suoritustavat ja arviointikriteerit:

Students complete a lecture and literature examination in Examinarium and write a term paper independently or in a group. Both comprise 50% of the final grade. Assessment is based on the learning outcomes of the course unit and the more detailed assessment criteria will be available in the course material. The students may also choose to compensate a part of the exam by participating actively in the lectures and/or doing home assignments online.

Arviointiasteikko:

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

Vastuuhenkilö:

N.N.

Työelämäyhteistyö:

Students learn how to use research findings in order to understand the functionality of different accounting control tools. They are able to design accounting-based management control tools and assess their effects on the behavior of employees. Visiting lecturer from a management consultancy firm discusses international transfer pricing.

Lisätiedot:

The number of students is limited.

721348S: Advanced Microeconomics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Jaakko Simonen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

The student should learn rigorously the basic concepts and analytical tools of modern microeconomic theory. He /she should be able to apply those tools in the thesis work. Upon completing the required coursework the student is able to formulate and solve objective based optimization problems of households and firms. The student masters and knows how to interpret the general equilibrium results. The student is able to judge and interpret the role of uncertainty in decision making. He/she knows the basic theorems of welfare economics. The student is able to formulate and interpret the basic models of strategic behavior. Students are also able to express their ideas analytically and effectively in written form.

Sisältö:

Constrained optimization problems of economic agents (firms and customers), market analysis, general, general equilibrium analysis, duopoly competition models, game theory, decision making under uncertainty.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 lectures and 18 hours of exercises, preparing for the lectures, exercises mid-term exams

Kohderyhmä:

The first year Master's students

Esitietovaatimukset:

Fundamentals of economics, mathematical economics.

Oppimateriaali:

Cowell, F. (2006): Microeconomics. Principles and Analysis;

Gravelle, H. & Rees, R. (2004): Microeconomics,

and required readings from a list of readings for the course. Active following of current topics e.g. from the Economist or Financial Times.

Suoritustavat ja arviointikriteerit:

Written exam, term paper, exercises

Arviointiasteikko:

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

Vastuuhenkilö:

Jaakko Simonen

Työelämäyhteistyö:

Students learn relevant analytical and quantitative skills to analyse the operation of markets and relevant competitive situations for firms and their decision making. The required short term paper enhances further their ability to write concisely about the functioning of markets.

Lisätiedot:

The number of students is limited.

721351S: Applied Econometrics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Elias Oikarinen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

Upon completion of the course, a student is able to analyze econometric modeling problems, perform appropriate econometric analyses, and report on the results in a coherent manner related to the empirics of economics and/or finance

Sisältö:

Focus of this course is on using and applying various econometric techniques used for cross-sectional, time-series and panel data. The course also builds students skills in conducting their own empirical research.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 hours of lectures, including tutorials for home assignments. Independent studying and completing assignments
124 hours.

Kohderyhmä:

Second year Master's students in Economics

Esitietovaatimukset:

806116P Basic Methods in Statistics (in Finnish: 806116P Tilastotiedettä kauppatieteilijöille) or elementary knowledge of statistics and probability theory, and 721066S Principles of Econometrics

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Brooks, Chris: Introductory Econometrics for Finance, 3. or 4. ed. Stock James H., & Watson Mark W.: Introduction to Econometrics, 2., 3. or 4. ed. Other material announced during the lectures.

Suoritustavat ja arviointikriteerit:

Home assignments and learning diary.

Arviointiasteikko:

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

Vastuuhenkilö:

Elias Oikarinen

Työelämäyhteistyö:

The course provides students with the various econometric techniques that are of both academic and vocational value. The obtained skills can be applied eg. in informing decision-making and providing quantitative insights into economic and financial problems.

Lisätiedot:

The number of students is limited.

721383S: Asset Pricing, 6 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Elias Oikarinen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (1st year)

Osaamistavoitteet:

Upon completion of the course, students understand the foundations of asset pricing theory, empirical tests of asset pricing models, multi-factor asset pricing models, the stylized facts about stock returns.

Sisältö:

Capital asset pricing model (CAPM) and its drawbacks, state pricing, stochastic discount factor, utility theory and risk aversion, consumption-based model, beta representation, ICAPM, Arbitrage pricing theory, regression-based tests of linear factor models, portfolio sorts, anomalies, multi-factor explanations, the cross-section of stock returns, time-series predictability of stock returns.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours of lectures, including class exercises. Students also engage in a group project in which they present assigned topic and write learning diaries for other presented topics.

Kohderyhmä:

Students of the Master's program in Finance

Esitietovaatimukset:

Fundamentals of Finance, Principles of Econometrics and Mathematical Economics (Recommended)

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

The main readings include the lecture notes, a selected set of scientific articles, and other course material which will be distributed during the course. The companion books are the followings:

- Cochrane, John H. Asset pricing. (<https://oula.finna.fi/Record/oula.875857>)
- Munk, Claus. Financial asset pricing theory. (<https://oula.finna.fi/Record/oula.1231595>)

Bali, Turan G., Robert F. Engle, and Scott Murray. Empirical asset pricing: the cross section of stock returns. John Wiley & Sons, 2016. (<https://oula.finna.fi/Record/oula.1652146>)

Suoritustavat ja arviointikriteerit:

The final evaluation is based on the group presentation, reflections, classroom assignments, final exam, as well as other class activities.

Arviointiasteikko:

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

Vastuuhenkilö:

Elias Oikarinen

Työelämäyhteistyö:

The knowledge of the theoretical and empirical foundations of asset pricing models enables the student to implement different financial models for practical decision making.

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.

Vastuuhenkilö:

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.

724812P: Building Change Through Entrepreneurship, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Perusopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Ahmad Arslan

Opintokohteen kielet: englanti

Leikkaavuudet:

ay724812P Building Change Through Entrepreneurship (AVOIN YO) 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 3

Osaamistavoitteet:

After the course completion, the students should:

1. Have the basic knowledge about start-ups and new business creation
2. Have the ability to find and utilize information for new business creation
3. Have the knowledge how to analyze own business-case
4. Have the knowledge how the to plan a new start-up
5. Have the ability to present own business-case

Sisältö:

Lectures will focus on the following themes:
Introduction to Entrepreneurship

Recognizing Opportunities and Generating Ideas
 Feasibility Analysis
 Industry and Competitor Analysis
 Developing an Effective Business Model
 Building a New Venture Team
 Assessing New Venture's Financial Strength and Viability
 Writing a Business Plan
 Getting Finance or Funding
 Preparing for and Evaluating Challenges of Growth

Järjestämistapa:

Face-to-face teaching complemented with online resources

Toteutustavat:

The course consists of lectures and workshops (32 h), preparation for lectures and workshops (18 h), and, reading the literature and preparation for assignments (50 h), and writing the assignments (40 h).

Kohderyhmä:

B.Sc. and M.Sc. students from different faculties in the university as well as exchange students

Esitietovaatimukset:

None

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

- Bruce R. Barringer and R. Duane Ireland (2006). Entrepreneurship: Successfully Launching New Ventures. Pearson Education.
 - Slides and relevant online resources

Suoritustavat ja arviointikriteerit:

Individually written assignments. Completion of 10 assignments correspond to revving grade 5, while minimum two are needed to get 1 in order to pass the course

Arviointiasteikko:

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

Vastuuhenkilö:

Ahmad Arslan and Anne Keränen

Työelämäyhteistyö:

Practical insights to new business creation tested through several assignments addressing different aspects associated with it.

Lisätiedot:

The student number is limited to 50.

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.

Vastuuhenkilö:

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.

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.

Vastuuhenkilö:

Dr. Waqar Nadeem

Työelämäyhteistyö:

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

Lisätiedot:

The number of students is limited.

721963S: Corporate Finance, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Markku Vieru

Opintokohteen kielet: englanti

Leikkaavuudet:

721922A Yritysrahoituksen teoria 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period 3 (Year 1)

Osaamistavoitteet:

Upon completion of the course, the student understands the key concepts of corporate finance theory. The student is able to analyze the capital structure and payout decisions, motivations behind mergers and acquisitions, and the effects of conflicts of interest between different corporate stakeholders on corporate decision making.

Sisältö:

Signaling theory, agency theory, optimal capital structure, dividend policy, mergers and acquisitions.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours lectures and exercises, including article presentations. Independent studying 124 hours.

Kohderyhmä:

Major students in finance. Elective for major students in accounting. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

Oppimateriaali:

Lecture notes; [Copeland, Weston & Shastri: Financial Theory and Corporate Policy](#).

Suoritustavat ja arviointikriteerit:

Final exam.

Arviointiasteikko:

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

Vastuhenkilö:

Markku Vieru

Työelämäyhteistyö:

The course enables the student to understand the practical consequences of the different financial decisions on the value of the firm.

Lisätiedot:

The number of students is limited.

721128S: Corporate Governance, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Kallunki Juha-Pekka

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (2nd year)

Osaamistavoitteet:

After passing the course, students are familiar with the agency theory and its various research and practical implications. They are also familiar with the elements of the governance system of the firm, are able to recognize the warning signs of the potential collapse of the governance system, can assess the features of different executive incentive system, and are able to recognize situations of likely accounting fraud. Students can act responsibly in difficult situations of being asked to act dishonestly. Finally, students are familiar with the practices of societally and environmentally sustainable business conduct and able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

Sisältö:

Lectures, case discussions and presentations, and videos simulating governance-related decisions.

Järjestämistapa:

Face-to-face –teaching, case presentations and discussions.

Toteutustavat:

36 h of lectures, 4 h of case discussion and a presentation; 120 h for self-studying, for Case Works and other work.

Kohderyhmä:

Accounting (Finance, Economics) Major students.

Esitietovaatimukset:

Not applicable.

Yhteydet muihin opintojaksoihin:

Not applicable.

Oppimateriaali:

[Kenneth Kim, John Nofsinger and Derek Mohr \(2010\), 'Corporate Governance', 3rd Edition, Pearson Prentice Hall](#); lecture notes; research articles; and cases.

Suoritustavat ja arviointikriteerit:

Exam and case works.

Arviointiasteikko:

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

Vastuuhenkilö:

Professor Juha-Pekka Kallunki.

Työelämäyhteistyö:

Visiting Professor Henrik Nilsson (Stockholm School of Economics) teaches another part of the course. The course focuses heavily on working life skills on how students should react in challenging corporate governance situations in organizations.

Lisätiedot:

The number of students is limited.

721134A: Cost Management Systems, 6 op

Voimassaolo: 01.05.2015 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hannele Kantola

Opintokohteen kielet: englanti

Leikkaavuudet:

721134S Cost Management Systems 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits.

Opetuskieli:

English

Ajoitus:

Period 3 (1 year of Master's programme)

Osaamistavoitteet:

After completing the course, the student is able to recognize the types of calculations used in various decision-making situations, and understand various business processes and operations, and connections between them. S/he can also evaluate how the management control of organizations rests upon its technological infrastructure, particularly ERP systems.

Sisältö:

The course focuses on relevant costs for decision making and selecting suitable cost accounting systems in different circumstances (target costing, life-cycle costing, Kaizen costing, Lean). Understanding the role of accounting information in management control and the use of ERP systems in business processes.

Järjestämistapa:

Face-to-face –teaching.

Toteutustavat:

20h of lectures, 16h exercises (using ERP system) and self-study 124 h.

Kohderyhmä:

Major students in accounting. Elective for major students in finance and economics.

Esitietovaatimukset:

The recommended prerequisite is the completion the course of Fundamentals of Accounting.

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Kaplan & Atkinson: Advanced Management Accounting, 3rd edition or newer, chapters 1-6 and 12.

Braun, K.W. and Tietz, W.M. Managerial Accounting, 3th or newer, Chapter 4.

Drury, C. Management and cost accounting, 8th or newer, Chapters 21-22, 24 and Appendix 9.1. Theory of Constraints & throughput accounting (pp. 212 – 216 in 8th ed.).

Suoritustavat ja arviointikriteerit:

Literature examination and exercises.

Arviointiasteikko:

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

Vastuuhenkilö:

Marjo Väisänen

Työelämäyhteistyö:

The course will develop essential skills required in the work of management accountant / controller, including the formulation and solving of cost calculation problems for reducing and controlling costs in various decision making situations.

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.

721073S: Empirical Research, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Kallunki Juha-Pekka

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 and 2 (2nd year)

Osaamistavoitteet:

Upon completion of the course, students understand the nature and the key elements of empirical research in Accounting/Economics/Finance, are familiar with the data gathering process, and are able to demonstrate competency in complying with academic writing guidelines. They are able to write a literature review on a selected topic and conduct basic empirical analyses using excel and one other programming language.

Sisältö:

Introduction to empirical research and basics of econometrics; information retrieval from the library's databases; analysis of a scientific empirical article; current research topics; academic writing and writing guidelines; data and available databases; basics of Excel and E-views/R/SAS.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

46 hours of lectures, including multiple individual and group activities. Students also engage in a set of individual assignments.

Kohderyhmä:

Students of the Master's programs in Accounting, Economics and Finance.

Esitietovaatimukset:

Fundamentals of Economics, Fundamentals of Finance or Fundamentals of Accounting.

Oppimateriaali:

The reading material will be distributed during the course.

Suoritustavat ja arviointikriteerit:

The final assessment is based on the aggregate grade of the class activities and individual assignments.

Arviointiasteikko:

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

Vastuhenkilö:

Juha-Pekka Kallunki

Työelämäyhteistyö:

The course facilitates the knowledge and the tools that can boost the skills required for a career in quantitative fields.

Lisätiedot:

The number of students is limited. Sessions are divided into common sessions and major-specific sessions. Students choose one of three programming language modules.

724815P: Entrepreneurial Assignment, 5 op

Voimassaolo: 01.06.2017 -

Opiskelumuoto: Perusopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Sari Perätalo

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

The schedule for the course is dependent on the entrepreneurial event or training in which student takes part in.

Osaamistavoitteet:

Upon completion of the course the students are familiarized with entrepreneurial activity in society and possess skills that help to solve entrepreneurial problems and make change. Students will have an insight into the diversity of entrepreneurship and gain understanding of the specific aspects of entrepreneurship.

Sisältö:

Studies are tailored upon acceptance by the course instructor. The course consists of two parts: practice, and theory. Students compile the course through participating in different entrepreneurship supporting activities. The students can for example participate in Tellus boot camps, events or volunteering program. In addition, students can include activities organized by other stakeholders (e.g. faculties, public organizations or third sector organizations). In addition, the students reflect their learning in a report.

Järjestämistapa:

Face-to-face teaching including entrepreneurial project, event, workshop, etc. Individual written assignment and reading the agreed materials.

Toteutustavat:

Individual and group work (132h). Teaching methods vary depending on the entrepreneurial project, event, workshop, etc. a student has participated in.

Kohderyhmä:

Open to all university students

Esitietovaatimukset:

No

Yhteydet muihin opintoihin:

The course does not require additional studies carried out at the same time.

Oppimateriaali:

Materials will be provided during the course.

Suoritustavat ja arviointikriteerit:

Assessment is based on an individual report that a student is expected to deliver after participating in an entrepreneurship-related event, workshop, project, etc.

Arviointiasteikko:

The course utilizes verbal grading scale "pass/fail".

Vastuhenkilö:

Sari Perätalo

Työelämäyhteistyö:

The course allows the students to gain first-hand entrepreneurial experience in various forms.

Lisätiedot:

Contact the responsible teacher to enroll in the course.

721563S: Entrepreneurial Leadership, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Vesa Puhakka

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721563S Entrepreneurial Leadership (AVOIN YO) 6.0 op

721536S Leadership and Change 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Periods 1 and 2. It is recommended to complete the course at the 1st Autumn semester of the Master's program in International Business Management.

Osaamistavoitteet:

The course enables students to expand their thinking outside the accustomed concepts of leadership and to explore the area of entrepreneurial leadership in fast changing international business context. After completing this course students understand the key assumptions and components of entrepreneurial leadership, know how to apply entrepreneurial leadership to changing international business situations, can analyze the personal and social implications of entrepreneurial leadership, and know how to continue learning about entrepreneurial leadership.

Sisältö:

This course examines entrepreneurial leadership in the context of changing international business. The course offers approaches to entrepreneurial leadership and explores it through interplay of theory and practice. The course includes workshops in which are practiced entrepreneurial leadership in dynamic, changing and diverse international business situations.

Järjestämistapa:

Face-to-face teaching, workshops, and group work.

Toteutustavat:

Lectures and workshops 36h. 124h group assignments. Further details will be provided by the responsible teacher in the first session.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

None

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Article collection, lecture materials.

Suoritustavat ja arviointikriteerit:

Assessment based on the group assignment.

Arviointiasteikko:

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

Vastuuhenkilö:

Vesa Puhakka

Työelämäyhteistyö:

In the workshops are analyzed the challenges of international business leadership. Groups develop suggestions for solutions to lead international business. New companies that grow internationally rapidly are at the center of the agenda.

Lisätiedot:

The number of students is limited.

721564S: Entrepreneurial Leadership Coaching, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hanna Okkonen

Opintokohteen kielet: englanti

Leikkaavuudet:

721561S Johtajuus valmennus 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3. It is recommended to complete the course at the 1st spring semester of the Master's program

Osaamistavoitteet:

After completing this course students can use scientific methods to analyze practical entrepreneurial leadership issues and connect these issues with academic theories. Students understand the managerial implications of everyday leadership acts within different companies. Students also learn to apply critical reflection as a method to develop own leadership skills.

Sisältö:

During the course students will have review on entrepreneurial leadership, critical reflection, how to collect qualitative data with interviews, how to analyze collected data. Holistic leaderships theories are used as a reflective lens in data analysis and individual reflections.

Järjestämistapa:

Face-to-face teaching, group work, visitors, student presentations.

Toteutustavat:

Lectures, visitors and group presentations 32h. 128h group assignments and personal assignment.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

None

Yhteydet muihin opintojaksoihin:

Entrepreneurial Leadership

Oppimateriaali:

Northouse, P.G. (2010) Leadership: theory and practice (Sage); Article collection; Lecture materials.

Suoritustavat ja arviointikriteerit:

Assessment based on the group assignment and personal reflections

Arviointiasteikko:

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

Vastuuhenkilö:

Hanna Okkonen

Työelämäyhteistyö:

Course will have multiple visitors from different companies

Lisätiedot:

The number of students is limited.

724811P: Entrepreneurship for Sustainability, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Perusopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anne Keränen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 2

Osaamistavoitteet:

After the course the students should:

Understand the roles of entrepreneurship in creating socially responsible change in society, know how to map and analyze alternative sustainable entrepreneurial business ideas based on individual strengths, values and the UN SDGs, know creative problem solving assessment methods, know how to communicate about entrepreneurial ideas.

Sisältö:

Course description

The course outlines interdisciplinary skills and knowledge that foster the creation of a sustainable entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in various contexts of society, ecosystems, and businesses. The focus is on entrepreneurial mindsets, responsible business and what entrepreneurship requires from individuals and teams, especially from the "me/us as entrepreneur" standpoint. During the course students familiarize themselves with the role of business and entrepreneurship in building sustainable societies. In addition, students have the opportunity to present their sustainable business ideas to responsible business experts.

Course objectives

Students develop skills for creative problem solving; students understand that entrepreneurial behavior can take place within many contexts (new ventures, associations, government agencies, and existing businesses); students identify their alternative roles, opportunities, and viewpoints regarding entrepreneurial choices they can make; students strengthen their skills of responsible business and are able to assess choices for business as promotor of social change based on the UN Sustainable Development Goals; students are able to define and assess alternative contexts for entrepreneurial action and to create and assess alternative business scenarios for their future; students are able to recognize and analyze business opportunities and social/customer problems and challenges; students are able to create and evaluate alternative solutions to the identified opportunities, problems, and challenges of responsible business; students are able to communicate effectively about their entrepreneurial ideas.

Järjestämistapa:

Lectures, workshops and online learning

Toteutustavat:

Learning takes place mostly in groups by means of intensive lectures and workshops, visitor presentations and discussions, both in class and via online learning platform. The course includes 36 contact hours. Reading the course literature (20 h), Groupwork (80 h) and learning diary report (35 h).

Kohderyhmä:

Open to all University Students

Esitietovaatimukset:

No

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Selected readings are provided during the course

Suoritustavat ja arviointikriteerit:

Further details will be provided by the responsible persons in the first session.

Arviointiasteikko:

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

Vastuuhenkilö:

Anne Keränen and Jan Hermes

Työelämäyhteistyö:

The course incorporates real life case examples and meetings with sustainable entrepreneurship practitioners and experts. Students learn interdisciplinary skills that can be applied in real working life.

Lisätiedot:

The number of students is limited.

724813P: Entrepreneurship in Action, 5 op

Voimassaolo: 01.08.2017 - 31.12.2020

Opiskelumuoto: Perusopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Niina Karvinen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Periods 1-4

Osaamistavoitteet:

Upon completion of the course, the students can apply the core competencies of his/her studies in a real-life entrepreneurship context. Students can realize and start working with a business opportunity or social problem in practice to find a solution. The student will improve his/her entrepreneurial skills; multicultural group working, problem solving, communicating and presenting.

Sisältö:

In these studies students generally co-operate in workshops where they learn practical methods of entrepreneurship like business model creation and validation processes, lean methodology, marketing, branding, basic financial management and presenting ideas e.g. pitching.

Järjestämistapa:

Face-to-face teaching and coaching.

Toteutustavat:

Bootcamps, workshops, group work, individual guidance. Most of the exercises are completed as group work (132 h).

Kohderyhmä:

Open to all University Students

Esitietovaatimukset:

No

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

Selected readings are provided during the course

Suoritustavat ja arviointikriteerit:

Programme specific assessment that may include both group and individual assessment methods.

Arviointiasteikko:

The course utilizes grading scale "pass/fail"

Vastuuhenkilö:

Niina Karvinen ja Anne Keränen

Työelämäyhteistyö:

The programs of this course are run in close co-operation with relevant business partners or applied to practice. Students also learn practical entrepreneurship skills.

Lisätiedot:

The number of students is limited

721960S: Financial Risk Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Petri Sahlström

Opintokohteen kielet: englanti

Leikkaavuudet:

721198A Johdannaissopimukset 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period 4 (Year 1)

Osaamistavoitteet:

Upon completion of the course, the student knows how to use derivative securities in financial risk management. The student understands the pricing of derivatives and is able to use the main analytical and numerical techniques for that purpose. Students are also able to express their ideas analytically and effectively in written form.

Sisältö:

Forward contracts, futures contracts, options, swaps, derivatives pricing models

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours lectures and exercises, including two mandatory intermediate exams. Independent studying 124 hours.

Kohderyhmä:

Major students in finance. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

Oppimateriaali:

Lecture notes; [Hull: Options, Futures, and other Derivatives](#)

Suoritustavat ja arviointikriteerit:

During the course, there are two mandatory intermediate exams. In addition, the student has to complete a course project which includes a written report with a strict deadline. The final grade is assigned on the basis of the intermediate exams and the course project .

Arviointiasteikko:

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

Vastuhenkilö:

Petri Sahlström

Työelämäyhteistyö:

The course provides the basic knowledge of how derivative securities are applied in corporate financial risk management and how financial services providers manage the risk involved with the selling of derivatives.

Lisätiedot:

The number of students is limited.

721138S: Fundamentals of Accounting, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hannele Kantola

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (1 year of Master's programme)

Osaamistavoitteet:

After completing the course, the student is able to understand, analyze and prepare accounting information used in internal and external reporting.

Sisältö:

Fundamentals of management accounting: understanding cost accounting, cost concepts, cost recording, different product costing methods, cost-volume-profit analysis and using cost accounting information in short-term decision making. Fundamentals of financial accounting: double-entry bookkeeping, accrual accounting, matching principle, revenue recognition, and measurement and recognition of assets and liabilities. Preparation of financial statements: income statement, balance sheet, and cash flow statement.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 h of lectures and self-study 124 h.

Kohderyhmä:

Major students in accounting. Elective for major students in finance and economics.

Esitietovaatimukset:

Not applicable.

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Bhimani, A., Horngren, C. T., Datar, S. M. and Rajan, M. V. (2019). Management & Cost Accounting. Chapters 1-5 and 14.

Young, D., Cohen, J., and Bens, D. (2019). Corporate Financial Reporting and Analysis: A Global Perspective. 4th Ed. Chapters. 1-5, 8-10, 13, 15.

Suoritustavat ja arviointikriteerit:

Exam

Arviointiasteikko:

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

Vastuuhenkilö:

Hannele Kantola, Anna Rossi

Työelämäyhteistyö:

The course will develop essential knowledge and skills needed for working in accounting departments of companies. The skills include formulation and solving cost calculation problems for reducing and controlling costs, preparation of financial statements using information on business transactions.

Lisätiedot:

The number of students is limited.

721352S: Fundamentals of Economics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Matti Koivuranta

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 and 2 (year 1)

Osaamistavoitteet:

Upon complementing the course, the student will be able to explain the main features of consumer and firm behavior. The student recognizes different market environments and their effect on optimal decision making. The student is able to use simple macroeconomic models to understand economic issues such as growth and business cycles. The student is also able to analyze the effects of different economic policies with simple economic models.

Sisältö:

The basic concepts of consumer and firm theory, market equilibrium, market structures, economic growth, business cycles, monetary and fiscal policy

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

48 hours of lectures (including exercises), preparing for the lectures, exercises and exams

Kohderyhmä:

The first year Master's students

Oppimateriaali:

Varian, H.: Intermediate Microeconomics, A Modern Approach, 8th (or older) edition
Williamson, Stephen D.D.: Macroeconomics, 4th ed., Pearson/Prentice Hall 2011
and other material delivered in class.

Suoritustavat ja arviointikriteerit:

Written exam, exercises

Arviointiasteikko:

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

Vastuuhenkilö:

Matti Koivuranta, Mikko Vaaramo

Työelämäyhteistyö:

The students will learn problem solving and analytical skills. Students deepen their understanding of their own profession.

Lisätiedot:

The number of students is limited.

721957S: Fundamentals of Finance, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Petri Sahlström

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits / 160 hours of work

Opetuskieli:

English

Ajoitus:

Period 2 (Year 1)

Osaamistavoitteet:

Upon completion of the course, the student understands the basic concepts of finance and is capable of applying them in financial problem solving. Students are also able to express their ideas analytically and effectively in written form.

Sisältö:

Interest rates and discounting, asset pricing, fixed-income securities, derivative securities, portfolio performance evaluation, corporate cash flows, firm valuation.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours lectures and exercises, including two mandatory intermediate exams. Independent studying 124 hours.

Kohderyhmä:

Major students in finance. Elective for major students in accounting. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

Oppimateriaali:

Lecture notes.

Suoritustavat ja arviointikriteerit:

During the course, there are two mandatory intermediate exams. In addition, the student has to complete a course project which includes a written report with a strict deadline. The final grade is assigned on the basis of the intermediate exams (50%) and the course project (50%).

Arviointiasteikko:

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

Vastuuhenkilö:

Jukka Perttunen

Työelämäyhteistyö:

The course introduces the basic concepts and approaches which are necessary for any career in financial industry.

Lisätiedot:

The number of students is limited.

724210A: Global Economics, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Matti Koivuranta

Opintokohteen kielet: englanti

Leikkaavuudet:

721218A Kansainvälinen talous 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 1 (3rd year)

Osaamistavoitteet:

After passing the course the student is capable to explain the impact of international trade on the economy. In addition, the student can compare different instruments of trade policy and their welfare effects. The student also understands basic functioning of foreign exchange markets.

Sisältö:

Topics of the course include the basic concepts of international trade including the more recent literature on imperfect competition and strategic behaviour. In addition, the course introduces issues of trade policy and international macroeconomics, particularly foreign exchange markets.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours of lectures (including exercises) and 93 hours of independent study of the textbook. Mid-term exams or final exam.

Kohderyhmä:

Major students in economics and business administration

Esitietovaatimukset:

Earlier modules (introduction to business studies, business processes and analytical skills)

Yhteydet muihin opintojaksoihin:

This course is part of Global perspectives -module

Oppimateriaali:

[Feenstra, R. ja A.M. Taylor \(2014\): International Economics, 3. edition](#); other material announced during the lectures.

Suoritustavat ja arviointikriteerit:

Literature examination, exercises

Arviointiasteikko:

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

Vastuuhenkilö:

Matti Koivuranta

Työelämäyhteistyö:

The world economy impacts global business in increasingly significant ways. After the course students learn what are the impacts of international trade flows and international finance on the global business.

Lisätiedot:

The number of students is limited

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 opintoihin:

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

721556S: Institutional Context of Global Business, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (1st year)

Osaamistavoitteet:

The students will acquire an introductory level understanding of key institutional phenomena related to global business, including social, cultural, political and technological dimensions of business environment.

Sisältö:

Emanating from a broad institutional perspective, the course will discuss different social, political, cultural and technological dimensions of global business environment and their impacts on organizations. Special attention will be paid to cultural, political, and techno-economic changes that have taken place on a global level in society.

Järjestämistapa:

Lectures, group work exercises and self study.

Toteutustavat:

Lectures (20h) with reflection (40h), group work and oral debate (40h), reading the course literature (40h), writing the group work assignment (40h).

Kohderyhmä:

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

Esitietovaatimukset:

Basic studies in international business management.

Yhteydet muihin opintoihin:

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. 1) Lectures and learning diary and 2) group work debate weight 50% each.

Arviointiasteikko:

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

Vastuhenkilö:

Juha Tuunainen

Työelämäyhteistyö:

The students will be able to reflect and recognize managerial challenges associated with the global business environment.

Lisätiedot:

The number of students is limited.

721350S: International Macroeconomics and Finance, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Marko Korhonen

Opintokohteen kielet: englanti

Leikkaavuudet:

721317S Kansainvälinen talous 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

Student is familiar with topics in international macroeconomics as well as to theories trying to account for the basic stylized facts in the field.

Sisältö:

Advanced theoretical and empirical analysis of contemporary international macroeconomic policy issues in both industrialized and developing economies. The topics covered include current account balance, dynamics of small open economy, real exchange rate and the terms of trade, uncertainty and international financial markets. In addition, the issues of monetary union will be covered.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

14 hours of lectures, 10 hours of student presentations, preparing for the lectures, student presentations and exam 124 hours

Kohderyhmä:

First year Master's students

Esitietovaatimukset:

Fundamentals of Economics or Fundamentals of Finance

Oppimateriaali:

Bekaert and Hodrick (2018, 3rd edition) International Financial Management; De Grauwe (2014): Economics of Monetary Union.

Suoritustavat ja arviointikriteerit:

Written exam and student presentations

Arviointiasteikko:

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

Vastuuhenkilö:

Marko Korhonen

Työelämäyhteistyö:

The world economy impacts global business in increasingly significant ways. After the course students learn what are the impacts of international macroeconomics and international finance on the global business.

Lisätiedot:

The number of students is limited

724201A: Internationalization, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Ahmad Arslan

Opintokohteen kielet: englanti

Leikkaavuudet:

ay724201A Internationalization (AVOIN YO) 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 1 (3rd year)

Osaamistavoitteet:

Upon completion of the course, the students understand what an international business context is, and know the key drivers of internationalization and globalization. The students further understand dynamics of internationalization in both manufacturing and service sectors. The students are able to recognize and describe pros and cons of different international operation modes of firms. Finally, the students learn to compare and evaluate the international operation modes in specific decision-making situations for both multinational enterprises and small & medium sized enterprises

Sisältö:

Lectures will focus on following themes. (1) What, Why, How and Where of Internationalization: An Overview of Globalization (2) Regional Integration, Trading Blocs and Internationalization: Focus on European Union (3) Internationalization Decision Making Process (4) Internationalization of Industries (5) Internationalization of Service Sector (6) Internationalization: Rules of the Game (7) Internationalization Decision Making Process (8) Exporting Modes and Licensing (9) Franchising (10) Management contracts, contract manufacturing, international project operations (11) International Strategic Alliances (12) Greenfield Investments (13) Acquisitions (14) Counter Trade (15) Operation Mode Combination and Mode Changes.

Järjestämistapa:

Face-to-face teaching complemented with online resources

Toteutustavat:

The course consists of lectures (32 h), preparation for lectures (18 h), and, reading the literature and preparation for assignment (50 h), and writing the final assignment (40 h).

Kohderyhmä:

B.Sc. (Economics & Business Administration) and exchange students.

Esitietovaatimukset:

Earlier relevant modules.

Yhteydet muihin opintojaksoihin:

This course is part of Global perspectives -module

Oppimateriaali:

- Welch, L, Benito, G & S Petersen, B. (2018). Foreign Operation Methods. Theory, analysis, strategy. Edward Elgar Publishing Ltd. Cheltenham. 2nd Ed.
 - Collinson, S., Narula, R., & Rugman, A. (2017). International Business, 7th Edition. Pearson Publications
 - Dicken, P. (2015). Global Shift: mapping the changing contours of the world economy, 7th Edition. Sage.
- Collections of relevant articles and online resources

Suoritustavat ja arviointikriteerit:

3000 words individually written assignment on international operation modes

Arviointiasteikko:

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

Vastuhenkilö:

Ahmad Arslan

Työelämäyhteistyö:

The course uses a number of real-life examples and case studies from companies including both MNEs and SMEs regarding their international operation mode decisions in different markets.

Lisätiedot:

N.A.

724814P: Introduction to Business Development, 5 op

Voimassaolo: 01.08.2017 - 31.07.2021

Opiskelumuoto: Perusopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Antti Muhos

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 1

Osaamistavoitteet:

Students are familiar with basic business concepts and theories in SME context. On successful completion of the course, students understand the business development process from opportunity recognition to a launch and development of a sustainable business. The students are able to identify basic business processes in practice.

Sisältö:

The course focuses on the basic concepts of SME business management and development including opportunity recognition, experimentation and testing of a new business idea, strategy, business model development and business planning, financing and planning and management of growth and change.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

Face-to-face teaching including lectures, guest lectures, company visit/s and variable action-based learning methods (36h). Individual assignment (20h) and reading of course materials (76 h).

Kohderyhmä:

Open to all university students

Esitietovaatimukset:

No

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

Selected readings from e.g.: Spinelli & Adams. 2012, 2016. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill, New York. Allen, K. 2012. New venture creation. South-Western. Moreover, additional materials are provided during the course.

Suoritustavat ja arviointikriteerit:

Learning diary, group assignment/s

Arviointiasteikko:

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

Vastuhenkilö:

Matti Muhos

Työelämäyhteistyö:

This course is designed as an integral part of entrepreneurship studies. This course will include real life case studies of established and emerging businesses by company visits.

Lisätiedot:

The number of students is limited

721537S: Introduction to Strategizing Practices, 6 op

Voimassaolo: 01.08.2001 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Sari Laari-Salmela

Opintokohteen kielet: englanti

Leikkaavuudet:

721554A Strategizing Practices 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (2. Year) It is recommended to complete the course at the 1st autumn semester of the Master's program

Osaamistavoitteet:

Students know how to analyze strategy as organizational practice and develop and lead strategizing practices supporting the objectives of a business organization. Thus, after the course students are able to compare the process based against the planning based approach to strategy and to analyze what strategic actors do in practice and execute strategizing practices involving the internal micro-practices organizing the strategy. Students demonstrate the ability to express their ideas analytically and effectively in written form.

Sisältö:

The purpose of this course is to introduce the contemporary theory of strategic thinking and develop skills to lead the strategy creation process in dynamic business situations. The course will explore the dominant social scientific perspectives used in strategy research and the connections between strategy and organizational management as well as strategy, leadership and new business creation. This approach regards strategy as a social phenomenon – strategy as practice – rather than an analytical technique.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 hours workshops with reflection (72 h), reading the course literature and writing the report (52 h). The course will be taught in intensive sessions consisting of lecturing and group work. 70 % attendance of sessions is required. Further details will be provided by the responsible person during 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:

No

Oppimateriaali:

Article collection; Lecture materials.

Suoritustavat ja arviointikriteerit:

Assessment will be based on individual learning diary and group assignment (including presentation).

Arviointiasteikko:

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

Vastuuhenkilö:

Sari Laari-Salmela

Työelämäyhteistyö:

The student will practice with a real-life case study and work together with a team to define and solve a real-life organizational problem. The student also practices critical reflection, a core capability in strategic thinking. Practical exercises enable reflecting and developing both one's own behavior and organizations' operations.

Lisätiedot:

The number of students is limited.

721192S: Management Accounting Research, 6 op**Opiskelumuoto:** Syventävät opinnot**Laji:** Opintojakso**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu**Arvostelu:** 1 - 5, hyv, hyl**Opettajat:** Janne Järvinen**Opintokohteen kielet:** englanti**Voidaan suorittaa useasti:** Kyllä**Laajuus:**

6 credits.

Opetuskieli:

English

Ajoitus:

Periods 2 and 3 (year 2)

Osaamistavoitteet:

Upon completion of this course the student will distinguish between the major paradigms and research traditions in management accounting, as well as their philosophical foundations. S/he will recognize different types of research processes and scientific journals in management accounting, and, ultimately, will be able to use this information in his/ her own Master's thesis work. Both oral and written presentation skills will also be developed

Sisältö:

Research traditions, paradigms and related methods. Management accounting journals

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

12 h of lectures and 12 h of article seminars, 136 h of self-study

Kohderyhmä:

Accounting major students

Esitietovaatimukset:

None

Yhteydet muihin opintojaksoihin:

N/A

Oppimateriaali:

Gummesson, E. Qualitative Methods in Management Research, 2nd ed. Sage Publications, 2000.

Smith, E. Research Methods in Accounting, 3rd edition, SAGE.

Other material designated by the lecturer.

Suoritustavat ja arviointikriteerit:

Course assignments, exam and term paper. The exam must be passed in order to participate in the term paper presentations.

Arviointiasteikko:

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

Vastuuhenkilö:

Professor Janne T. Järvinen

Työelämäyhteistyö:

This is essentially a theoretical course that aims for more efficient master's thesis work

Lisätiedot:

The number of students is limited.

724204A: Management Control, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Janne Järvinen

Opintokohteen kielet: englanti

Leikkaavuudet:

721176A Management Control 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 1 (3rd year)

Osaamistavoitteet:

Upon completion of the course, students can define the basic structure of a management control system. They are thus able to describe the design and development needs of management control systems. Secondly, they can identify and discuss viewpoints to consider when controlling multinational operations. Moreover, students can apply basic accounting control tools, such as budgets and variance analysis, to simple control problems.

Sisältö:

Management control system design and development, including ethical concerns of and cultural influences on management control systems. Budgets and standards, variance analysis, profit centre accounting and transfer pricing, performance measurement.

Järjestämistapa:

Face-to-face teaching with materials and resources online.

Toteutustavat:

Face-to-face teaching with integrated lectures and exercises 36 h, self-study 97 h. Lectures and exercises contain small cases and examples for illustrating theoretical concepts. Self-study includes theory-based analysis of case-based home assignments and calculations.

Kohderyhmä:

Major students in economics and business administration

Esitietovaatimukset:

Earlier modules (introduction to business studies, business processes and analytical skills)

Yhteydet muihin opintojaksoihin:

This course is part of Global perspectives -module

Oppimateriaali:

[Drury, C.: Management & Cost Accounting 7th Ed. 2008 \(Parts 4 & 5, pp. 346-591\), Cengage Learning EMEA;](#)
[Merchant, K. A. & Van der Stede, W. A.: Management control systems – performance measurement, evaluation and incentives, Prentice-Hall, 2nd Ed. 2007;](#)

other material defined by the responsible teacher;
 lecture notes and exercises.

Suoritustavat ja arviointikriteerit:

Case-based home assignments and exam

Arviointiasteikko:

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

Vastuuhenkilö:

N.N.

Työelämäyhteistyö:

Students learn and rehearse basic calculations on budgeting, variance analysis and return on investment, which are the basic skills for accountants in organizations and relevant to understand for any business graduate. Case-based home assignments develop the students' ability to apply theoretical concepts in real-life situations in order to develop systems and solve problems.

Lisätiedot:

The number of students is limited.

721349S: Managerial Economics, 6 op

Voimassaolo: 01.01.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Maria Kopsakangas-Savolainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (year 1)

Osaamistavoitteet:

Upon successful completion of this course, student is be able to analyze and evaluate models of competitive, oligopolistic, and monopoly markets and understand how price and non-price competition among firms affect economic welfare. He/she should be able to understand the market conditions where regulation is needed and analyze different form of regulation methods. He/she should be also able to use game theory in analyzing firms' strategic decisions and be able to intelligently speculate the motives of real world pricing and other decisions of the firms. Student understands the effect of asymmetric information on the optimal agreements. Students are also able to express their ideas analytically and effectively in written form.

Sisältö:

Functioning of imperfect competition, monopoly, cartel, price discrimination, non-linear pricing, product differentiation, principles of game theory, strategic behavior, role of market entrance, innovations and research and development, optimal agreements in situations of asymmetric information.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

24 hours of lectures, 12 hours for exercises, term paper assignment, exam 3 hours

Kohderyhmä:

1st year master's students

Suoritustavat ja arviointikriteerit:

Exam 70%, term paper 30%

Arviointiasteikko:

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

Vastuuhenkilö:

Maria Kopsakangas-Savolainen

Lisätiedot:

The number of students is limited.

724202A: Managing Multinationals, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Lauri Haapanen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay724202A Managing Multinationals (AVOIN YO) 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 2 (year 3)

Osaamistavoitteet:

Upon completion of the course, the student is able to understand different perspectives on multinational enterprises (MNEs) and recognize why MNEs exist, how they compete, and what is their impact on society. The student is able to analyze the role of cross-cultural management in MNEs as well as the differences between global and local context. The student pays attention to the diversified nature of MNEs and understands MNE as a network. The student identifies the ethical issues and the corporate responsibility in MNE.

Sisältö:

Lectures will include the following themes: 1) MNEs as actors in global economy, 2) Different perspectives to MNEs, 3) Changing MNEs (e.g. joint ventures, alliances, mergers and acquisitions), 4) Headquarter and subsidiary relationships, 5) MNEs as networks, 6) Cross-cultural management in MNEs and 7) MNEs in society.

Järjestämistapa:

Face-to-face teaching with materials and resources online.

Toteutustavat:

The course consists of compulsory lectures and visiting lecturers from industries (32h), headquarters-subsidiary game (4h), preparation for the lectures (9h), group works and exercises based on each course theme (40h), preparation for the exam, and independent study (44h) and exam (4h).

Kohderyhmä:

Major students in economics and business administration

Esitietovaatimukset:

Earlier modules (introduction to business studies, business processes and analytical skills)

Yhteydet muihin opintoihin:

This course is part of Global perspectives -module

Oppimateriaali:

[Forsgren, Mats \(2008\). Theories of the Multinational Firm;](#)

Article collection and lecture material provided in the course.

Suoritustavat ja arviointikriteerit:

Assessment will be at two stages. The group works conducted related to each theme during the course will determine 1/3 of the grade and the final exam 2/3 of the grade. The assessment of the course unit is based on the learning outcomes of the course unit

Arviointiasteikko:

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

Vastuuhenkilö:

Lauri Haapanen

Työelämäyhteistyö:

This course covers topics that students will face when being employed in multinational enterprise. Themes are illustrated using real-life cases, course also has several visitors from local MNEs providing with an insight how the topics emerge in practice. Headquarters-subsidiary game allows students to learn how decisions are made in MNEs.

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 opintokokosiin:

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.

Vastuuhenkilö:

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.

721338S: Mathematical Economics, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tomi Alaste

Opintokohteen kielet: englanti

Leikkaavuudet:

721220A Matemaattinen taloustiede 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English.

Ajoitus:

Period 1 (year 1)

Osaamistavoitteet:

Upon completion of the course, the student will be able to apply mathematical methods needed in the courses in the Economic Theory module.

Sisältö:

The course introduces frequently used mathematical methods in the economic literature. Applicable parts from linear algebra, differential and integral calculus, mathematical optimization, and dynamic analysis are covered.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours of lectures, 12 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 109 hours.

Kohderyhmä:

First year Master's students in Economics and Finance.

Oppimateriaali:

Chiang A.C: Fundamental Methods of Mathematical Economics, 4th edition, McGraw-Hill. New York, NY, 2005.

Suoritustavat ja arviointikriteerit:

Written exam, exercises.

Arviointiasteikko:

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

Vastuuhenkilö:

Tomi Alaste

Työelämäyhteistyö:

Students learn relevant mathematics and applications to analyse various types of economic situations.

Lisätiedot:

The number of students is limited.

723038S: Multinational Enterprise Theory, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Lauri Haapanen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2. It is recommended to complete the course at the 1st autumn semester of the Master's program.

Osaamistavoitteet:

After completing this course,

1. Students will be able to summarize, discuss, and compare different multinational enterprise (MNE) theories.
2. Students can judge the applicability and select the most suitable MNE theories for explaining different MNE activities in different business contexts.
3. Students can evaluate and analyze the major changes in MNE's cross-border strategies using theoretical frameworks, taking into account firm-specific and industry-specific boundaries.
4. By creating written analyses on MNE cross-border strategies, students will be demonstrating their skills of applying suitable MNE theories and producing analytical, critical, and academic reports.
5. Students will also be able to express their ideas effectively in oral form.

Sisältö:

Students completing the course will have an understanding of the theories explaining the behavior of large and geographically dispersed multinational enterprises (MNEs) which are in mature stages of internationalization. Students will familiarize with the transaction cost theory, Dunning's OLI paradigm, resource-based view of the firm, and dynamic capability perspective of multinational enterprises. Course addresses specific issues related to the determinants of MNEs, the patterns of foreign direct investments (FDIs), the roles of joint ventures (JVs), and mergers & acquisitions (M&As) in expanding of businesses in foreign countries.

Järjestämistapa:

Face-to-face teaching with materials and resources online.

Toteutustavat:

The course consist of 24 hours lectures with reflections, 12 hours workshop sessions (50 h), reading the course literature (60 h), writing the report (50 h). Students will apply their theoretical knowledge and approaches in an individual course assignment.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Basic and intermediate studies in international business management

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

[Dunning, J.H. & Lundan, S.M. \(2008\). Multinational enterprises and the global economy, second edition. Edward Elgar Publishing Limited.](#)

Additional collection of articles will be provided during the course.

Suoritustavat ja arviointikriteerit:

Assessment is based on given assignments and a learning portfolio.

Arviointiasteikko:

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

Vastuuhenkilö:

Lauri Haapanen

Työelämäyhteistyö:

This course covers topics that develop student's awareness of multidimensional aspects related to a multinational enterprise, awareness of complex decision-making situations including multiple units and stakeholders. Course discusses such issues that students will face when being employed in multinational enterprise. Student projects are based on real-life case exercises and enhance analysis and communication skills.

Lisätiedot:

The number of students is limited.

721562S: Organizational Change and Development, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anniina Rantakari

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (1. Year)

Osaamistavoitteet:

Upon completion of the course, the student is able to recognize and critically evaluate different organizational change processes. The student can analyze dynamics of change management. Drawing on these, the course provides capabilities to as a change agent in different kinds of organizational contexts.

Sisältö:

The purpose of the course is to understand the foundations of organizational change processes and change management. The course focuses on different drivers and elements of organizational change as well as on the challenges organizational members face during change.

Järjestämistapa:

Face-to-face teaching with reading material provided by the lecturer, change project conducted by the student

Toteutustavat:

The course consists of 36 hours of lectures that include individual and group assignments during lectures. 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. 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:

Article collection and online material provided by the lecturer

Suoritustavat ja arviointikriteerit:

Reflection diary and final essay

Arviointiasteikko:

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

Vastuuhenkilö:

Anniina Rantakari

Työelämäyhteistyö:

Individual change project conducted during the course

Lisätiedot:

The number of students is limited.

721541S: Perspectives on Innovation Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Pia Hurmelinna-Laukkanen

Opintokohteen kielet: englanti

Leikkaavuudet:

723013A Legal Issues in International Business 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (1st year)

Osaamistavoitteet:

Students demonstrate knowledge of different innovation types and strategic approaches to innovation and innovation management. They will have skills for discussing related issues, and solving practical challenges.

Sisältö:

The course contents consist of different ways to approach innovation, e.g., types of innovation and innovation management approaches

Järjestämistapa:

Lectures and group work, independent study, and online activity.

Toteutustavat:

Lectures and group exercises (24 h), online activity (12 h), independent study (124 h).

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Basic and intermediate studies in 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:

Lecture materials and articles, other materials assigned to the students.

Suoritustavat ja arviointikriteerit:

Assessment is based on continuous evaluation.

Arviointiasteikko:

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

Vastuuhenkilö:

Professor Pia Hurmelinna-Laukkanen

Työelämäyhteistyö:

Students will read and/or hear about practical examples on managing innovation, and solve practice-oriented innovation management cases.

Lisätiedot:

The number of students is limited.

721952S: Portfolio Management, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Asif Ruman

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1-2 (2nd year)

Osaamistavoitteet:

Upon completion of the course, students understand the key concepts in portfolio management and are able to implement and evaluate equity trading strategies on the basis of academic evidence.

Sisältö:

Neoclassical finance and economics concepts in portfolio management; asset managers and their role in the economy; major asset classes and their key characteristics; expected utility; mean-variance portfolio optimization, shortcomings and developments; factor theory; return predictability; risk management; portfolio performance evaluation; equity investment strategies; asset allocation and macro strategies.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours of lectures, including exercises and computer lab sessions. Students also engage in a group project in which they select, implement and test an equity trading strategy.

Kohderyhmä:

Students of the Master's program in Finance

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

Fundamentals of Finance, Principles of Econometrics and Mathematical Economics (Recommended)

Oppimateriaali:

The main readings include the lecture notes, a selected set of scientific articles, and other course material which will be distributed during the course. The companion books are the followings:

- Pedersen, Lasse Heje. Efficiently inefficient: how smart money invests and market prices are determined. Princeton University Press, 2015 (<https://oula.finna.fi/Record/oula.1550641>)

- Ang, Andrew. Asset management: A systematic approach to factor investing. Oxford University Press, 2014. (<https://oula.finna.fi/Record/oula.1427424>)

Following books are useful as background reading:

- Ilmanen, Antti. Expected returns: an investor's guide to harvesting market rewards. John Wiley & Sons, 2011. (<https://oula.finna.fi/Record/oula.1160870>)

- Bodie, Zvi. Investments. McGraw-Hill, 2013. (<https://oula.finna.fi/Record/oula.1238073>)

Suoritustavat ja arviointikriteerit:

The final evaluation is based on group work, which includes a term paper and two presentations, a set of weekly assignments or learning diaries, as well as class activities.

Arviointiasteikko:

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

Vastuuhenkilö:

Asif Ruman

Työelämäyhteistyö:

Understanding the concepts and techniques of portfolio management are necessary for careers in financial industry.

Lisätiedot:

The number of students is limited.

721066S: Principles of Econometrics, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Sanna Huikari

Opintokohteen kielet: englanti

Leikkaavuudet:

721060A Taloustieteiden tilastolliset perusmenetelmät 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (1st year of Master's Programme)

Osaamistavoitteet:

After completing the course, the student is familiar with the standard methods used in empirical analyses and with regression analysis relevant for analyzing economic data. In addition, the student can interpret and evaluate the outcomes of empirical analysis. Furthermore, he/she has basic knowledge of using statistical software in econometric analyses.

Sisältö:

Statistical basics of econometrics and the use of basic econometric models in the analysis of different economic phenomena. The main focus is on dealing with the basic regression models adapted to cross-section data and familiarizing with the use of statistical software.

Järjestämistapa:

Face-to-face teaching.

Toteutustavat:

36 hours of lectures, 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

Kohderyhmä:

First year Master's students in Economics, Accounting and Finance.

Esitietovaatimukset:

806116P Basic Methods in Statistics 1 (in Finnish: 806116P Tilastotiedettä kauppatieteilijöille, previously: 806109P Tilastotieteen perusmenetelmät 1) or elementary knowledge of statistics and probability theory.

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Stock James H., Watson Mark W.: Introduction to Econometrics, 2., 3. or 4. edition. Other material announced during the lectures.

Suoritustavat ja arviointikriteerit:

Written exam.

Arviointiasteikko:

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

Vastuhenkilö:

Sanna Huikari

Työelämäyhteistyö:

In working life, when the skills of analyzing data are required, the skills learned during the course help a student in summarizing and interpreting the results of empirical studies. He/she can compare the results of various empirical studies and evaluate those critically. Student is able to independently carry out a small-scale econometric study by putting in practice the econometric methods (e.g. linear regression model and various statistical tests) discussed during the course.

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 opintoihin:

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.

Vastuuhenkilö:

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.

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.

Vastuuhenkilö:

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.

721072S: Quantitative Economics, 6 op

Voimassaolo: 01.01.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Matti Koivuranta

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 2 (year 2)

Osaamistavoitteet:

After completing the course the student has an ability to conduct research on applied quantitative problems that are relevant from perspective of economics.

Sisältö:

The course contains hands-on work on simple economic applications where use of computer is a necessity.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

24 hours of lectures and 24 hours of exercises/tutoring, independent work on home assignments

Kohderyhmä:

2nd year Master's students

Esitietovaatimukset:

Fundamentals of Economics, Mathematical Economics

Oppimateriaali:

Recommended readings include lecture material and documentation of relevant software. Other material is to be determined.

Suoritustavat ja arviointikriteerit:

Home assignments

Arviointiasteikko:

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

Vastuuhenkilö:

Matti Koivuranta

Työelämäyhteistyö:

The course offers a possibility to learn concrete skills that are useful in conducting applied quantitative analysis.

The skills are widely applicable in modern working life.

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.

Vastuuhenkilö:

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.

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.

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.

724206A: Strategic Marketing Management, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Aineopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Hannu Torvinen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay724206A Strategic Marketing Management (AVOIN YO) 5.0 op

721412P Tuote- ja markkinastrategiat 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

5 credits

Opetuskieli:

English

Ajoitus:

Period 2 (year 3)

Osaamistavoitteet:

Upon completion of the course, students are able to identify and apply the concepts and tools linked to strategic marketing management, in pursuit of solving real-life company case problems. The course improves students' ability to evaluate different market situations amongst industries and propose solutions to strategic product/market decisions. Furthermore, students are able to explain strategy at different levels; corporation, SBU and functional. Students are able to apply concepts and tools of strategic marketing in global and local context that is, they understand the interdependency of macro- and microenvironments. In addition, students will demonstrate analytical thinking skills by applying different marketing strategies in practice and solving real-life business problems in a case exercise guided by the problem based learning (PBL) method. Students will apply oral and written communication skills appropriate for business situations by working in small groups throughout the course, playing various roles of marketing professionals, and presenting their case exercise in written and oral form.

Sisältö:

Strategic marketing management as a concept and as a process of situation assessment, marketing strategies, strategy formulation, and an implementation plan. Concepts such as customer value, market analysis, marketing communications, and business model innovation will be discussed and applied.

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

36 h of face-to-face teaching, including group exercises and an optional group tutoring session, case work with both written and verbal parts (63 h), preparation and participation in the case presentations (14 h) and independent reading of the textbooks and related material (20 h). Problem based learning (PBL) method will be applied. During the course students will work in small groups and meet regularly in order to solve a marketing challenge proposed by a case company (the yearly case partner same for all groups). In the end of the course, student groups submit a written report as a solution for the marketing challenge and present it to fellow students. The finalists (top three groups) will present their solution to the company representatives.

Kohderyhmä:

B.Sc. (Economics & Business Administration) and exchange students.

Esitietovaatimukset:

Earlier relevant modules.

Yhteydet muihin opintojaksoihin:

This course is part of Global perspectives -module

Oppimateriaali:

[Kotler, P., Keller, K., Brady, M., Goodman, M. & Hansen, T. Marketing Management](#) (2nd European Edition or newer). Articles and other learning material presented during the course.

Suoritustavat ja arviointikriteerit:

The written part of the case exercise will account for 70%, and the verbal (presentation) will account for 30% of the grade. Assessment of the course unit is based on learning outcomes of the course unit.

Arviointiasteikko:

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

Vastuuhenkilö:

Hannu Torvinen

Työelämäyhteistyö:

Through working with real-life company case problem through the course, the students get to practice an expert role as well as skills and tools for operating in the consultative position in strategic marketing area. Students gain personal experience of working on actual real-life company case problems in a goal oriented project team.

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.

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.