

Opasraportti

OyKKK - Kauppatieteiden maisteri, kv. liiketoiminnan johtaminen (2020 - 2021)

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

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

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

Tutkintorakenteet

International Business Management (IBM), International Master's Programme

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

Pääaineen opinnot (120 - 130 op)

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

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

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

H635535: Kansainvälisen liiketoiminnan kv-maisteriohjelma, 120 - 130 op

First year fall courses

- 721011Y: Opiskelu ja sen suunnittelu, 1 op
- 721538S: International Business Theory, 6 op
- 721563S: Entrepreneurial Leadership, 6 op
- 721537S: Introduction to Strategizing Practices, 6 op
- 723038S: Multinational Enterprise Theory, 6 op

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

- 900017Y: Survival Finnish, 2 op
- 900013Y: Suomen kielen peruskurssi 1, 3 op
- 900015Y: Suomen kielen jatkokurssi I, 5 op

- 900016Y: Suomen kielen jatkokurssi II, 5 op
- 900054Y: Suomen kielen keskustelukurssi, 3 op
- 900027Y: Suomen kielen kirjoittamisen erityiskurssi, 3 op
- 902177Y: Academic English for Business, 5 op

First year spring courses

- 721541S: Perspectives on Innovation Management, 6 op
- 721556S: Institutional Context of Global Business, 6 op
- 721564S: Entrepreneurial Leadership Coaching, 6 op
- 721064S: Qualitative Methods in Business Research, 6 op
- 721559S: Venture Growth Strategies, 6 op

Second year courses

- 721070S: Globally Responsible Business, 6 op
- 721530S: Kansainvälisen liiketoiminnan johtamisen pro gradu -tutkielma, 30 op

Second year courses; select 4 courses

- 721434S: Selling and Sales Management, 6 op
- 721565S: Design Driven Innovation, 6 op
- 721566S: Business Impact Project, 6 op
- 721195S: Advanced Management Control, 6 op
- 721567S: Technology and Data Analytics, 6 op
- 721065S: Internship, 6 op
- 721568S: Individual Business Management Project, 6 op
- 721569S: IBM Book Club, 6 op
- 721336S: Erikoisaihe, 6 op
- 721472S: Digital Marketing, 6 op
- 721436S: Brand Management, 6 op
- 721473S: Quantitative Methods in Marketing Research, 6 op

Kansainvälisen liiketoiminnan johtamisen maisteriohjelma (KTM)

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

Pääaineen opinnot (120 - 130 op)

Lista opintojaksoista sekä opetuksen aikataulu on nähtävissä [Kansainvälisen liiketoiminnan johtamisen maisteriohjelman tutkintorakennekaaviossa.](#)

H635536: Kansainvälisen liiketoiminnan maisteriohjelma, 120 - 130 op

Ensimmäisen vuoden syyslukukauden opinnot

- 721538S: International Business Theory, 6 op
- 721562S: Organizational Change and Development, 6 op
- 721563S: Entrepreneurial Leadership, 6 op
- 721537S: Introduction to Strategizing Practices, 6 op
- 723038S: Multinational Enterprise Theory, 6 op

Ensimmäisen vuoden kevätlukukauden opinnot

- 721541S: Perspectives on Innovation Management, 6 op
- 721556S: Institutional Context of Global Business, 6 op
- 721564S: Entrepreneurial Leadership Coaching, 6 op
- 721064S: Qualitative Methods in Business Research, 6 op
- 721559S: Venture Growth Strategies, 6 op

Toisen vuoden opinnot

- 721070S: Globally Responsible Business, 6 op
- 721530S: Kansainvälisen liiketoiminnan johtamisen pro gradu -tutkielma, 30 op

Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista

- 721434S: Selling and Sales Management, 6 op

721565S: Design Driven Innovation, 6 op
 721566S: Business Impact Project, 6 op
 721195S: Advanced Management Control, 6 op
 721567S: Technology and Data Analytics, 6 op
 721065S: Internship, 6 op
 721568S: Individual Business Management Project, 6 op
 721569S: IBM Book Club, 6 op
 721336S: Erikoisaihe, 6 op
 721472S: Digital Marketing, 6 op
 721436S: Brand Management, 6 op
 721473S: Quantitative Methods in Marketing Research, 6 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

H635535: Kansainvälisen liiketoiminnan kv-maisteriohjelma, 120 - 130 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Yleisopinnot

Laji: Kokonaisuus

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

First year fall courses

721011Y: Opiskelu ja sen suunnittelu, 1 op

Opiskelumuoto: Yleisopinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Laajuus:

1 credit

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Face-to-face information sessions

Toteutustavat:

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

Kohderyhmä:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuuhenkilö:

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

Lisätiedot:

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

721538S: International Business Theory, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuija Mainela

Opintokohteen kielet: englanti

Leikkaavuudet:

721461S Industry and International Business Operations 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

After completing the course the students should be able to discuss internationalization from several theoretical perspectives and describe internationalization theories with respect to their core assumptions and key concepts. They should be able to compare the ideas and assess the value of theoretical approaches in different situations. Furthermore, the students should be able to use theories in analysis of international business operations of firms. The students should also have developed their analytical, academic writing and argumentation skills.

Sisältö:

This course introduces theories on internationalization of firms with focus on process models of internationalization, network theory of internationalization, international new venture theory and institutional theory of internationalization. Case studies are used to practice applying of the theories in analysis of internationalization of firms.

Järjestämistapa:

Online course

Toteutustavat:

Individual and peer community based learning activities online with weekly assignments and deadlines. Learning activities include independent reading of the assigned materials (60h), reflecting upon the

presented theories in written (10h), commenting on scientific articles (10h), participating online discussions on cases (20h), and writing individual learning reports (60h).

Kohderyhmä:

Master's programme of international business management (not any more obligatory in the Master's programme in Marketing)

Esitietovaatimukset:

Basic and intermediate studies in international business management.

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Collection of articles named by the instructor.

Suoritustavat ja arviointikriteerit:

Assignments during the course and home exam.

Arviointiasteikko:

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

Vastuuhenkilö:

Tuija Mainela

Työelämäyhteistyö:

Students examine real-life examples of internationalization processes of firms and create knowledge to support decision making in internationalization. Students also learn working and communication skills in an online environment.

Lisätiedot:

The number of students is limited.

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.

Vastuhenkilö:

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.

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.

Vastuhenkilö:

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.

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.

Vastuhenkilö:

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.

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

900017Y: Survival Finnish, 2 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900017Y Suomi vieraana kielenä 2.0 op

Taitotaso:

A1.1

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

Lähtötasovaatimus:

Aikaisempia suomen kielen opintoja ei tarvita.

Laajuus:

2 op

Opetuskieli:

Kurssilla käytetään opetuskielenä sekä suomea että englantia.

Ajoitus:

-

Osaamistavoitteet:

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

Sisältö:

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

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

Järjestämistapa:

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

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Jaetaan kurssin aikana.

Suoritustavat ja arviointikriteerit:

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

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

Arviointiasteikko:

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

Vastuuhenkilö:

Arja Haapakoski

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900013Y: Suomen kielen peruskurssi 1, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900013Y Suomea ulkomaalaisille, alkeiskurssi 2.0 op

Taitotaso:

A1 (taitotaso A1.2)

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille ja yliopiston henkilöstölle.

Lähtötasovaatimus:

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

Laajuus:

3 op

Opetuskieli:

Kurssilla käytetään opetuskielenä sekä suomea että englantia.

Ajoitus:

-

Osaamistavoitteet:

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

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

Sisältö:

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

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

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

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

Suomen kielen johdantokurssin suorittaminen tai vastaavat tiedot.

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

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

Arviointiasteikko:

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

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

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

900015Y: Suomen kielen jatkokurssi I, 5 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Leikkaavuudet:

ay900015Y Suomea ulkomaalaisille, jatkokurssi 2 4.0 op

Taitotaso:

A2.1

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille sekä henkilökunnalle.

Lähtötaaso vaatimus:

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

Laajuus:

5 op

Opetuskieli:

Kurssilla käytetään opetuskielenä pääasiassa suomea.

Ajoitus:

-

Osaamistavoitteet:

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

Sisältö:

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

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

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

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

Suomen kielen peruskurssi 2 suorittaminen

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

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

Arviointiasteikko:

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

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900016Y: Suomen kielen jatkokurssi II, 5 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

A2.2

Asema:

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

Lähtötasovaatimus:

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

Laajuus:

5 op

Opetuskieli:

Kurssilla käytetään opetuskielenä suomea.

Ajoitus:

-

Osaamistavoitteet:

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

Sisältö:

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

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

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

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

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

Kohderyhmä:

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

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

Esitietovaatimukset:

Suomen kielen jatkokurssi 1 suorittaminen tai vastaavat taidot

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

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

Arviointiasteikko:

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

Vastuuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa.

900054Y: Suomen kielen keskustelukurssi, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

B1/B2 Eurooppalaisen viitekehyksen mukaan

Asema:

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

Lähtötasovaatimus:

A2.2

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

Laajuus:

3 op

Opetuskieli:

Suomi

Ajoitus:

-

Osaamistavoitteet:

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

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

Sisältö:

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

Järjestämistapa:

Lähiopetus ja ohjattu itseopiskelu

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

Suomen kielen jatkokurssi 2 (900016Y) tai vastaavat taidot

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Jaetaan kurssi aikana.

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

Kurssi arvioidaan asteikolla hyväksytty/hylätty.

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa. Henkilökunta ilmoittautuu henkilöstökoulutusportaalissa.

900027Y: Suomen kielen kirjoittamisen erityiskurssi, 3 op

Voimassaolo: 01.08.1995 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Taitotaso:

B1/B2 Eurooppalaisen viitekehyksen mukaan

Asema:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

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

Lähtötaaso vaatimus:

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

Laajuus:

3 op

Opetuskieli:

Suomi

Ajoitus:

-

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Aloitustapaaminen ja sen jälkeen ohjattua opiskelua Moodle-ympäristössä.

Toteutustavat:

Kurssi järjestetään verkossa, Moodle-ympäristössä.

Kohderyhmä:

Kurssi on tarkoitettu kaikkien tiedekuntien kansainvälisille opiskelijoille.

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

Esitietovaatimukset:

Suomen kielen jatkokurssi 2 suorittaminen

Yhteydet muihin opintoihin:

-

Oppimateriaali:

Verkkomateriaali Moodlessa.

Suoritustavat ja arviointikriteerit:

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

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

Arviointiasteikko:

Kurssi arvioidaan asteikolla hyväksyty/hylätty.

Vastuhenkilö:

Anne Koskela

Työelämäyhteistyö:

-

Lisätiedot:

Kurssille ilmoittaudutaan WebOodissa tai Tuudossa. Henkilökunta henkilöstökoulutuportaalisissa.

902177Y: Academic English for Business, 5 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Kieli- ja viestintäopinnot

Laji: Opintojakso

Vastuuyksikkö: Kieli- ja viestintäkoulutus

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Taitotaso:

B2-C1

Asema:

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

Lähtötasovaatimus:

-

Laajuus:

5 cr

Opetuskieli:

English

Ajoitus:

Autumm term only

Osaamistavoitteet:

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

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

Sisältö:

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

Järjestämistapa:

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

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

Course material in Moodle.

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

1-5 /Fail

Vastuuhenkilö:

Jaana Sorvari

*First year spring courses***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.

Vastuhenkilö:

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.

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.

Vastuuhenkilö:

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.

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.

Vastuhenkilö:

Hanna Okkonen

Työelämäyhteistyö:

Course will have multiple visitors from different companies

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 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.

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.

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.

*Second year courses***721070S: Globally Responsible Business, 6 op**

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anne Keränen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (Year 2)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Online study methods.

Toteutustavat:

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

Kohderyhmä:

Students from all OBS Master's programmes.

Esitietovaatimukset:

30 credits (5 Master level courses).

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuuhenkilö:

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

721530S: Kansainvälisen liiketoiminnan johtamisen pro gradu -tutkielma, 30 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Lopputyö

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi, englanti

Laajuus:

30 credits

Opetuskieli:

English. Master's thesis can be written in Finnish or in English.

Ajoitus:

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

Osaamistavoitteet:

Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline.

Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various

business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

Sisältö:

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

Järjestämistapa:

Face-to-face teaching in seminar sessions.

Toteutustavat:

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

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

724050A Bachelor's Thesis or another university degree.

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Professors

Työelämäyhteistyö:

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

Lisätiedot:

Open only to students of the Master's program in International Business Management

Second year courses; select 4 courses

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.

721565S: Design Driven Innovation, 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

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 op

Opetuskieli:

English

Ajoitus:

Period 1, 2nd year of the Master's program

Osaamistavoitteet:

Upon completion of the course, the student can integrate design thinking to future professional activities and is able to understand the value of design in dynamic business context. The student recognizes different steps of the design process, has the fundamental capabilities in design thinking tools and can participate in innovation teams in a collaborative and analytical manner.

Sisältö:

The purpose of this course is to introduce design thinking and other practically orientated frameworks of innovation. The course covers the principles of human-centered innovation process and discusses the managerial and cultural aspects related to enabling change and innovation both in new and established organizations.

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:

721559S Venture Growth Strategies

Yhteydet muihin opintojaksoihin:

721566S Business Impact Project, 721434S Selling and Sales Management, 721541S Perspectives on Innovation Management

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:

Hanna Okkonen, Tuure Haarjärvi

Työelämäyhteistyö:

Visiting industry experts provide real-life cases and examples.

Lisätiedot:

The number of students is limited.

721566S: Business Impact Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Ahmad Arslan

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 op

Opetuskieli:

English

Ajoitus:

Periods 3 and 4, 2nd year of the Master's program.

Osaamistavoitteet:

Students will learn creative problem-solving skills in teams and can apply them at different organization contexts. Students can analyze and choose the methods for building and managing relationships with different project stakeholders and know what it takes to manage innovative projects.

Sisältö:

The Business Impact Project course is a capstone course that provides the students with an opportunity to apply theoretical knowledge and practical tools learned at previous courses to real-life business projects. Students practice innovation and business development in teams. Teams are supported by industry advisors and mentoring at different stages of the innovation process from the beginning to the final project presentation.

Järjestämistapa:

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

Toteutustavat:

Given the nature of design thinking and the innovation process, curriculum may be adapted during the semester in response to student and project needs.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Prerequisites for the course are 721559S Venture Growth Strategies and 721565S Design Driven Innovation.

Yhteydet muihin opintoihin:

First year studies of International Business Management.

Oppimateriaali:

Material from previous International Business Management courses and additional material provided by the responsible person(s) at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Assessment will be based on group work, reflective essay and project presentation.

Arviointiasteikko:

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

Vastuhenkilö:

Minna Ahokas

Työelämäyhteistyö:

Visiting industry experts, working with the case organization

Lisätiedot:

The number of students is limited.

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.

Vastuhenkilö:

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.

721567S: Technology and Data Analytics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuure Haarjärvi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

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

Sisältö:

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

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

Järjestämistapa:

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

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

none

Yhteydet muihin opintojaksoihin:

none

Oppimateriaali:

none

Suoritustavat ja arviointikriteerit:

Exercises and learning diary.

Arviointiasteikko:

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

Vastuuhenkilö:

Tuure Haarjärvi

Työelämäyhteistyö:

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

Lisätiedot:

The number of students is limited.

721065S: Internship, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumoto: Syventävät opinnot

Laji: Työharjoittelu

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

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

Sisältö:

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

Toteutustavat:

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

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

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

- Description of how the tasks and responsibilities relate to the other functions of the organization.
 - Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
 - Description of how the internship relates to future career plans.
- More detailed guidelines are available from the responsible persons

Kohderyhmä:

Students of OBS's Master's Programmes

Esitietovaatimukset:

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

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

-

Suoritustavat ja arviointikriteerit:

Internship report and other documentation delivered according to the above instructions

Arviointiasteikko:

Pass/Fail

Vastuhenkilö:

Mari Juntunen, Sakari Nikkilä

Työelämäyhteistyö:

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

Lisätiedot:

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

721568S: Individual Business Management Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuija Lämsä

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721568S Individual Business Management Project (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year) and Period 1 (2nd year)

Osaamistavoitteet:

Upon completion of the course student is able to solve business problems independently applying business research methods, produce new knowledge and solutions using scientific theories, concepts, frameworks and approaches. Student is able to gather and analyze business information in solving problems and make critical judgments based on them.

Course includes mandatory lectures and independent work which develops the project management skills of each participant. Students will find a case organisation, define a business problem together with case organisations' personnel, find and analyse literature and empirical data to be able to present their solution to the defined problem. This will further support developing research skills and writing final report.

Sisältö:

Most of the course is independent work with the organisation's representatives. The student will solve a business problem connected to the organisation's operations. Students participate in seminars and present their work.

The course includes compulsory orientation lectures and basics of project management to support students' individual work. Final lectures include project presentations and are also compulsory for each student. Students will present their final work and return their written reports following the given time frame. The written reports evaluation is based on the thesis evaluation framework.

Järjestämistapa:

Face-to-face teaching, seminars, independent work.

Toteutustavat:

Lectures, independent work, seminar sessions, written report and presentation.

Student will work during the course duration in a close co-operation with organisation's representatives and will present the final report in seminar. The course starts in spring period (4P, 1st. year) and continues autumn period (1P, 2nd year). Special attention should be paid on the given time schedules. Students are responsible for attending the lectures and presenting their work on time.

Kohderyhmä:

1st year International Business Management students

Esitietovaatimukset:

721064S Methods in Business Research

Yhteydet muihin opintojaksoihin:

721065S Internship

Oppimateriaali:

Scientific literature and articles related to the course assignment.

Suoritustavat ja arviointikriteerit:

Three main areas will be assessed:

1. General project management skills shown during the project 2. Presentation, 3. Final report

Arviointiasteikko:

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

Vastuhenkilö:

Marika Tuomela-Pyykkönen

Työelämäyhteistyö:

Yes. The course will be completed through a close cooperation with organizations.

Lisätiedot:

The number of students is limited.

721569S: IBM Book Club, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Akram Hatami Boroun

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721569S IBM Book Club (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

The course is available during the whole academic year. Period 4 (1st year) recommended

Osaamistavoitteet:

The Students demonstrate knowledge of theories, concepts, frameworks and/or empirical findings of the international business and management disciplines. They will have skills for individual learning and identifying relevant business research information.

Sisältö:

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

Järjestämistapa:

Independent study and online activity.

Toteutustavat:

Readings and independent study (130 h), online activity (30 h).

Kohderyhmä:

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

Esitietovaatimukset:

Prerequisites: 721538S International Business Theory and 721562S Organizational Change and Development or equivalent studies.

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

The assessment is based on exam and online activity.

Arviointiasteikko:

Grading scale: 1-5. Zero stands for a fail.

Vastuhenkilö:

Hatami Boroun, Akram

Lisätiedot:

The number of students is limited

721336S: Erikoisaihe, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

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

Sisältö:

Varies depending on individually agreed on assignment.

Järjestämistapa:

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

Toteutustavat:

Varies on the basis of individually agreed on assignment.

Kohderyhmä:

Students of OBS's Master's Programs

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Varies depending on the way of completion and the major discipline

Työelämäyhteistyö:

Depends on the individually agreed on assignment.

Lisätiedot:

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

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.

721436S: Brand Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Teck Tan

Opintokohteen kielet: englanti

Leikkaavuudet:

721427A Brändijohtaminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

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

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

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

Lisätiedot:

The number of students is limited.

721473S: Quantitative Methods in Marketing Research, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Blended approach.

Toteutustavat:

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

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

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

Työelämäyhteistyö:

Basic understanding relating for cyber security, how to collect data for data based decision making and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce

quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

Lisätiedot:

The number of students is limited.

H635536: Kansainvälisen liiketoiminnan maisteriohjelma, 120 - 130 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Yleisopinnot

Laji: Kokonaisuus

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Ensimmäisen vuoden syyslukauden opinnot

721538S: International Business Theory, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuija Mainela

Opintokohteen kielet: englanti

Leikkaavuudet:

721461S Industry and International Business Operations 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

After completing the course the students should be able to discuss internationalization from several theoretical perspectives and describe internationalization theories with respect to their core assumptions and key concepts. They should be able to compare the ideas and assess the value of theoretical approaches in different situations. Furthermore, the students should be able to use theories in analysis of international business operations of firms. The students should also have developed their analytical, academic writing and argumentation skills.

Sisältö:

This course introduces theories on internationalization of firms with focus on process models of internationalization, network theory of internationalization, international new venture theory and institutional theory of internationalization. Case studies are used to practice applying of the theories in analysis of internationalization of firms.

Järjestämistapa:

Online course

Toteutustavat:

Individual and peer community based learning activities online with weekly assignments and deadlines. Learning activities include independent reading of the assigned materials (60h), reflecting upon the

presented theories in written (10h), commenting on scientific articles (10h), participating online discussions on cases (20h), and writing individual learning reports (60h).

Kohderyhmä:

Master's programme of international business management (not any more obligatory in the Master's programme in Marketing)

Esitietovaatimukset:

Basic and intermediate studies in international business management.

Yhteydet muihin opintojaksoihin:

None

Oppimateriaali:

Collection of articles named by the instructor.

Suoritustavat ja arviointikriteerit:

Assignments during the course and home exam.

Arviointiasteikko:

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

Vastuuhenkilö:

Tuija Mainela

Työelämäyhteistyö:

Students examine real-life examples of internationalization processes of firms and create knowledge to support decision making in internationalization. Students also learn working and communication skills in an online environment.

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.

Vastuhenkilö:

Anniina Rantakari

Työelämäyhteistyö:

Individual change project conducted during the course

Lisätiedot:

The number of students is limited.

721563S: Entrepreneurial Leadership, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumoto: 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.

Vastuhenkilö:

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.

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.

Vastuhenkilö:

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.

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.

Vastuhenkilö:

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.

Ensimmäisen vuoden kevätlukukauden opinnot

721541S: Perspectives on Innovation Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumoto: 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.

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.

Vastuuhenkilö:

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.

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.

Vastuhenkilö:

Hanna Okkonen

Työelämäyhteistyö:

Course will have multiple visitors from different companies

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 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.

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.

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.

Vastuuhenkilö:

Sakari Sipola

Työelämäyhteistyö:

Visiting industry experts provide real-life cases and examples.

Lisätiedot:

The number of students is limited.

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

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Anne Keränen

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (Year 2)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Online study methods.

Toteutustavat:

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

Kohderyhmä:

Students from all OBS Master's programmes.

Esitietovaatimukset:

30 credits (5 Master level courses).

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Anne Keränen

Työelämäyhteistyö:

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

Lisätiedot:

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

721530S: Kansainvälisen liiketoiminnan johtamisen pro gradu -tutkielma, 30 op

Voimassaolo: 01.08.2014 -

Opiskelumoto: Syventävät opinnot

Laji: Lopputyö

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi, englanti

Laajuus:

30 credits

Opetuskieli:

English. Master's thesis can be written in Finnish or in English.

Ajoitus:

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

Osaamistavoitteet:

Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline.

Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various

business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

Sisältö:

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

Järjestämistapa:

Face-to-face teaching in seminar sessions.

Toteutustavat:

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

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

724050A Bachelor's Thesis or another university degree.

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Professors

Työelämäyhteistyö:

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

Lisätiedot:

Open only to students of the Master's program in International Business Management

Toisen vuoden opinnot; valitse 4 kurssia seuraavista opinnoista

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.

721565S: Design Driven Innovation, 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

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 op

Opetuskieli:

English

Ajoitus:

Period 1, 2nd year of the Master's program

Osaamistavoitteet:

Upon completion of the course, the student can integrate design thinking to future professional activities and is able to understand the value of design in dynamic business context. The student recognizes different steps of the design process, has the fundamental capabilities in design thinking tools and can participate in innovation teams in a collaborative and analytical manner.

Sisältö:

The purpose of this course is to introduce design thinking and other practically orientated frameworks of innovation. The course covers the principles of human-centered innovation process and discusses the managerial and cultural aspects related to enabling change and innovation both in new and established organizations.

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:

721559S Venture Growth Strategies

Yhteydet muihin opintojaksoihin:

721566S Business Impact Project, 721434S Selling and Sales Management, 721541S Perspectives on Innovation Management

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:

Hanna Okkonen, Tuure Haarjärvi

Työelämäyhteistyö:

Visiting industry experts provide real-life cases and examples.

Lisätiedot:

The number of students is limited.

721566S: Business Impact Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Ahmad Arslan

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 op

Opetuskieli:

English

Ajoitus:

Periods 3 and 4, 2nd year of the Master's program.

Osaamistavoitteet:

Students will learn creative problem-solving skills in teams and can apply them at different organization contexts. Students can analyze and choose the methods for building and managing relationships with different project stakeholders and know what it takes to manage innovative projects.

Sisältö:

The Business Impact Project course is a capstone course that provides the students with an opportunity to apply theoretical knowledge and practical tools learned at previous courses to real-life business projects. Students practice innovation and business development in teams. Teams are supported by industry advisors and mentoring at different stages of the innovation process from the beginning to the final project presentation.

Järjestämistapa:

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

Toteutustavat:

Given the nature of design thinking and the innovation process, curriculum may be adapted during the semester in response to student and project needs.

Kohderyhmä:

Students of the Master's program in International Business Management

Esitietovaatimukset:

Prerequisites for the course are 721559S Venture Growth Strategies and 721565S Design Driven Innovation.

Yhteydet muihin opintoihin:

First year studies of International Business Management.

Oppimateriaali:

Material from previous International Business Management courses and additional material provided by the responsible person(s) at the beginning of the course.

Suoritustavat ja arviointikriteerit:

Assessment will be based on group work, reflective essay and project presentation.

Arviointiasteikko:

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

Vastuhenkilö:

Minna Ahokas

Työelämäyhteistyö:

Visiting industry experts, working with the case organization

Lisätiedot:

The number of students is limited.

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 opintoihin:

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.

Vastuhenkilö:

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.

721567S: Technology and Data Analytics, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuure Haarjärvi

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

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

Osaamistavoitteet:

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

Sisältö:

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

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

Järjestämistapa:

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

Toteutustavat:

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

Kohderyhmä:

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

Esitietovaatimukset:

none

Yhteydet muihin opintojaksoihin:

none

Oppimateriaali:

none

Suoritustavat ja arviointikriteerit:

Exercises and learning diary.

Arviointiasteikko:

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

Vastuuhenkilö:

Tuure Haarjärvi

Työelämäyhteistyö:

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

Lisätiedot:

The number of students is limited.

721065S: Internship, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Työharjoittelu

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Mari Juntunen

Opintokohteen kielet: englanti

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

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

Sisältö:

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

Toteutustavat:

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

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

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

- Description of how the tasks and responsibilities relate to the other functions of the organization.
 - Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
 - Description of how the internship relates to future career plans.
- More detailed guidelines are available from the responsible persons

Kohderyhmä:

Students of OBS's Master's Programmes

Esitietovaatimukset:

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

Yhteydet muihin opintojaksoihin:

No

Oppimateriaali:

-

Suoritustavat ja arviointikriteerit:

Internship report and other documentation delivered according to the above instructions

Arviointiasteikko:

Pass/Fail

Vastuhenkilö:

Mari Juntunen, Sakari Nikkilä

Työelämäyhteistyö:

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

Lisätiedot:

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

721568S: Individual Business Management Project, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Tuija Lämsä

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721568S Individual Business Management Project (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 4 (1st year) and Period 1 (2nd year)

Osaamistavoitteet:

Upon completion of the course student is able to solve business problems independently applying business research methods, produce new knowledge and solutions using scientific theories, concepts, frameworks and approaches. Student is able to gather and analyze business information in solving problems and make critical judgments based on them.

Course includes mandatory lectures and independent work which develops the project management skills of each participant. Students will find a case organisation, define a business problem together with case organisations' personnel, find and analyse literature and empirical data to be able to present their solution to the defined problem. This will further support developing research skills and writing final report.

Sisältö:

Most of the course is independent work with the organisation's representatives. The student will solve a business problem connected to the organisation's operations. Students participate in seminars and present their work.

The course includes compulsory orientation lectures and basics of project management to support students' individual work. Final lectures include project presentations and are also compulsory for each student. Students will present their final work and return their written reports following the given time frame. The written reports evaluation is based on the thesis evaluation framework.

Järjestämistapa:

Face-to-face teaching, seminars, independent work.

Toteutustavat:

Lectures, independent work, seminar sessions, written report and presentation.

Student will work during the course duration in a close co-operation with organisation's representatives and will present the final report in seminar. The course starts in spring period (4P, 1st. year) and continues autumn period (1P, 2nd year). Special attention should be paid on the given time schedules. Students are responsible for attending the lectures and presenting their work on time.

Kohderyhmä:

1st year International Business Management students

Esitietovaatimukset:

721064S Methods in Business Research

Yhteydet muihin opintojaksoihin:

721065S Internship

Oppimateriaali:

Scientific literature and articles related to the course assignment.

Suoritustavat ja arviointikriteerit:

Three main areas will be assessed:

1. General project management skills shown during the project 2. Presentation, 3. Final report

Arviointiasteikko:

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

Vastuhenkilö:

Marika Tuomela-Pyykkönen

Työelämäyhteistyö:

Yes. The course will be completed through a close cooperation with organizations.

Lisätiedot:

The number of students is limited.

721569S: IBM Book Club, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Akram Hatami Boroun

Opintokohteen kielet: englanti

Leikkaavuudet:

ay721569S IBM Book Club (AVOIN YO) 6.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

The course is available during the whole academic year. Period 4 (1st year) recommended

Osaamistavoitteet:

The Students demonstrate knowledge of theories, concepts, frameworks and/or empirical findings of the international business and management disciplines. They will have skills for individual learning and identifying relevant business research information.

Sisältö:

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

Järjestämistapa:

Independent study and online activity.

Toteutustavat:

Readings and independent study (130 h), online activity (30 h).

Kohderyhmä:

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

Esitietovaatimukset:

Prerequisites: 721538S International Business Theory and 721562S Organizational Change and Development or equivalent studies.

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

The assessment is based on exam and online activity.

Arviointiasteikko:

Grading scale: 1-5. Zero stands for a fail.

Vastuhenkilö:

Hatami Boroun, Akram

Lisätiedot:

The number of students is limited

721336S: Erikoisaihe, 6 op

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opintokohteen kielet: suomi

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

Varies depending on the way of completion.

Ajoitus:

Free

Osaamistavoitteet:

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

Sisältö:

Varies depending on individually agreed on assignment.

Järjestämistapa:

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

Toteutustavat:

Varies on the basis of individually agreed on assignment.

Kohderyhmä:

Students of OBS's Master's Programs

Esitietovaatimukset:

-

Yhteydet muihin opintojaksoihin:

-

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Varies depending on the way of completion and the major discipline

Työelämäyhteistyö:

Depends on the individually agreed on assignment.

Lisätiedot:

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

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.

721436S: Brand Management, 6 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Teck Tan

Opintokohteen kielet: englanti

Leikkaavuudet:

721427A Brändijohtaminen 5.0 op

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 3 (year 1)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Face-to-face teaching

Toteutustavat:

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

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

Dr. Teck Ming (Terence) Tan

Työelämäyhteistyö:

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

Lisätiedot:

The number of students is limited.

721473S: Quantitative Methods in Marketing Research, 6 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Syventävät opinnot

Laji: Opintojakso

Vastuuyksikkö: Oulun yliopiston kauppakorkeakoulu

Arvostelu: 1 - 5, hyv, hyl

Opettajat: Juha Tuunainen

Opintokohteen kielet: englanti

Voidaan suorittaa useasti: Kyllä

Laajuus:

6 credits

Opetuskieli:

English

Ajoitus:

Period 1 (year 2)

Osaamistavoitteet:

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

Sisältö:

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

Järjestämistapa:

Blended approach.

Toteutustavat:

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

Kohderyhmä:

Master's level students in marketing.

Esitietovaatimukset:

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

Yhteydet muihin opintojaksoihin:

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

Oppimateriaali:

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

Suoritustavat ja arviointikriteerit:

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

Arviointiasteikko:

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

Vastuhenkilö:

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

Työelämäyhteistyö:

Basic understanding relating for cyber security, how to collect data for data based decision making and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce

quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

Lisätiedot:

The number of students is limited.