

# Opasraportti

## OBS - Master of Science, International Business Management (2020 - 2021)

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

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

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

## Tutkintorakenteet

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

Tutkintorakenteen tila: published

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

#### Major studies (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: International MSc. Programme in International Business Management, 120 - 130 op

#### *First year fall courses*

721011Y: Orientation Course for New Students, 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: Beginners' Finnish Course 1, 3 op
- 900015Y: Intermediate Finnish Course 1, 5 op
- 900016Y: Intermediate Finnish Course 2, 5 op
- 900054Y: Conversational Skills in Finnish, 3 op
- 900027Y: Special Course in Finnish: Writing Skills, 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: Master's Thesis in International Business Management, 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: Special Issue, 6 op
- 721472S: Digital Marketing, 6 op
- 721436S: Brand Management, 6 op
- 721473S: Quantitative Methods in Marketing Research, 6 op

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

Tutkintorakenteen tila: published

Lukuvuosi: 2020-21

Lukuvuoden alkamispäivämäärä: 01.08.2020

### Major studies (120 - 130 op)

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

H635536: Master's Programme in International Business, 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: Master's Thesis in International Business Management, 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: Special Issue, 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: International MSc. Programme in International Business Management, 120 - 130 op**

**Voimassaolo:** 01.08.2010 -**Opiskelumuoto:** General Studies**Laji:** Study module**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*First year fall courses***721011Y: Orientation Course for New Students, 1 op****Opiskelumuoto:** General Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**ECTS Credits:**

1 credit

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

Face-to-face information sessions

**Learning activities and teaching methods:**

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

**Target group:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

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

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuija Mainela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721461S Industry and International Business Operations 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

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).

**Target group:**

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

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management.

**Recommended optional programme components:**

None

**Recommended or required reading:**

Collection of articles named by the instructor.

**Assessment methods and criteria:**

Assignments during the course and home exam.

**Grading:**

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

**Person responsible:**

Tuija Mainela

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721563S: Entrepreneurial Leadership, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Vesa Puhakka

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721563S Entrepreneurial Leadership (OPEN UNI) 6.0 op

721536S Leadership and Change 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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.

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

Article collection, lecture materials.

**Assessment methods and criteria:**

Assessment based on the group assignment.

**Grading:**

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

**Person responsible:**

Vesa Puhakka

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721537S: Introduction to Strategizing Practices, 6 op**

**Voimassaolo:** 01.08.2001 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Sari Laari-Salmela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721554A Strategizing Practices 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Article collection; Lecture materials.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Sari Laari-Salmela

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Lauri Haapanen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

[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.

**Assessment methods and criteria:**

Assessment is based on given assignments and a learning portfolio.

**Grading:**

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



**Person responsible:**

Lauri Haapanen

**Working life cooperation:**

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.

**Other information:**

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:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900017Y Survival Finnish Course (OPEN UNI) 2.0 op

**Proficiency level:**

A1.1

**Status:**

The course is intended for the international students in every faculty at the University of Oulu.

**Required proficiency level:**

No previous Finnish studies.

**ECTS Credits:**

2 ECTS cr

**Language of instruction:**

Finnish and English.

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can understand and use some very common everyday expressions and phrases, and s/he can locate informational content in simple texts and messages. The student also knows the basic characteristics of Finnish language and Finnish communication styles.

**Contents:**

This is an introductory course which aims to help students to cope with the most common everyday situations in Finnish. During the course, students learn some useful everyday phrases, some general features of the vocabulary and grammar, and the main principles of pronunciation.

The topics and communicative situations covered in the course are: general information about the Finnish language, some politeness phrases (how to greet people, thank and apologize), introducing oneself, giving and asking for basic personal information, numbers, some time expressions (how to tell and ask the time, days of the week, time of day), food, drink and asking about prices.

The structures studied are: personal pronouns and their possessive forms, forming affirmative, negative

and interrogative sentences, the conjugation of some verbs, the basics of the partitive singular and some local cases for answering the 'where'-question.

**Mode of delivery:**

Contact teaching, on-line learning and independent work. There will be organized also one on-line group in each semester.

**Learning activities and teaching methods:**

Lessons 2 times a week (26 h, including the final exam) and guided self study (24 h).

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Will be provided during the course.

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and written exam at the end of the course will be observed in assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is on a pass/fail basis.

**Person responsible:**

Arja Haapakoski

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or in Tuudo.

**900013Y: Beginners' Finnish Course 1, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900013Y Beginners' Finnish Course 1 (OPEN UNI) 2.0 op

**Proficiency level:**

A1 (target level A1.2)

**Status:**

The course is intended for the international students in every faculty of Oulu University.

**Required proficiency level:**

A1.1, Completion of the Survival Finnish course (900017Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

As much Finnish as possible; English will be used as a help language.

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can understand and use some familiar and common everyday expressions relating to her/himself and everyday situations. S/he can interact in a simple way provided the other person talks slowly and clearly and is willing to help. The student is able to read short simple texts and messages dealing with familiar topics. S/he also deepens her/his understanding of the Finnish language and communication styles.

**Contents:**

This is lower elementary course which aims to help students to learn communication skills in ordinary everyday situations. During the course, students broaden their vocabulary and knowledge of grammar and principles of pronunciation. They also practise to understand easy Finnish talk about everyday subjects, and reading and writing short and simple texts/messages.

The topics and communicative situations covered in the course are: talking about oneself, one's family, studies and daily routines, as well as asking about these things from other person; expressing opinions; food, drink and transactions in the grocery; accommodation and describing it; colours and adjectives.

The structures studied are: verb types, basics of the change of the consonants k, p and t in verbs and nouns, basics of the partitive and genitive cases, possessive structure, some declension types for nouns (word types) and the basics of the local cases.

**Mode of delivery:**

Contact teaching and guided self study

**Learning activities and teaching methods:**

Lessons 2 times a week (26 h, including the final exam) and guided self study (55 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

**Prerequisites and co-requisites:**

Completion of the Survival Finnish Course

**Recommended optional programme components:**

-

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and written exam at the end of the course will be observed in assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo. The course will start right after the Survival Finnish course.

**900015Y: Intermediate Finnish Course 1, 5 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay900015Y Intermediate Finnish Course 1 (OPEN UNI) 4.0 op

**Proficiency level:**

A2.1

**Status:**

The course is intended for the international students in every faculty at the University of Oulu.

**Required proficiency level:**

A1.3, Completion of the Beginners' Finnish course 2 (900053Y) or the equivalent language skills.

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

Mainly Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can communicate in ordinary everyday situations when the topics are familiar or connected with everyday matters. S/he can search for and locate key informational content in different kinds of texts. The student can also identify the topic and some details of the discussion around her/him. S/he can describe activities and personal experiences both orally and in writing and s/he also knows the difference between spoken/colloquial and written/standard language. The student knows how things can be expressed with different degrees of politeness and can apply that information in her/his own communication.

**Contents:**

The course is a lower intermediate course. During the course students strengthen their communication skills in ordinary everyday situations and acquire a wider vocabulary and more thorough knowledge of grammar. In addition, students practise understanding and producing Finnish talk and reading newspaper articles.

The topics and communicative situations covered in the course are: requesting different kinds of requests, expressing politeness, making appointments with friends, giving directions, doing the shopping, talking about the past and talking about his/her future plans, hobbies, transactions e.g. in the doctor's and post office.

The structures studied are: more about the imperative, the verb rections, the deverbal noun (-minen), passive present tense, part of the plural declension of nouns, the third infinitive (ma-infinitive), more about sentence types, perfect tense, more about object cases.

**Mode of delivery:**

Contact teaching and guided self-study.

**Learning activities and teaching methods:**

Lessons 2 times a week (52 h, including the tests) and guided self-study (83 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University

**Prerequisites and co-requisites:**

Completion of the Beginners' Finnish Course 2

**Recommended optional programme components:**

-

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and the tests will be taken into consideration in the assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo.

**900016Y: Intermediate Finnish Course 2, 5 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Proficiency level:**

A2.2

**Status:**

The course is intended for the international students in every faculty at the University of Oulu. Also students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.1, Completion of the Intermediate Finnish course 1 (900015Y) or the equivalent language skills.

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can communicate in various informal situations in Finnish. The student understands the main points of messages and talk around her/him. S/he can produce simple connected text on topics which are familiar or of personal interest and describe experiences and also report heard content to others.

**Contents:**

The course is an upper intermediate course. During the course students learn the necessary written and oral skills to be able to cope in informal situations arising during everyday life, work and study. In the course, students practise understanding more Finnish talk and written texts, and finding information and talking about it to other people. In the classes the main stress is on oral exercises and group work. The topics and communicative situations covered in the course are: transactions e.g. in clothes shops and on the phone, Finnish small talk, reacting in different situations, information and facts about Finnish celebrations and features of colloquial/spoken language.

The structures studied are: the perfect and pluperfect, revision of all the verb tenses, comparison of adjectives, conditional, more about the plural declension of nouns (particularly the plural partitive case), more about object and predicative cases, the passive imperfect.

**Mode of delivery:**

Contact teaching and guided self-study

**Learning activities and teaching methods:**

Lessons (52 h, including the tests) and guided self-study (83 h).

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University.

Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle.

See more information <https://www.oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of the Intermediate Finnish Course 1 or equivalent skills

**Recommended optional programme components:**

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**Recommended or required reading:**

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

**Assessment methods and criteria:**

Regular and active participation in the weekly lessons (twice a week), homework assignments and the tests will be taken into consideration in the assessment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading scale is 1-5.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo.

**900054Y: Conversational Skills in Finnish, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Proficiency level:**

B1/B2 , according to the Common European Framework.

**Status:**

The course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www.oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.2

Completion of Intermediate Finnish 2 (900016Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can interact with a degree of fluency (and spontaneity) that makes regular interaction with native speakers quite possible. S/he can describe and explain (clearly and in detail) on a wide range of objects, experiences and events, dreams, hopes and ambitions. The student can bring out opinions, give reasons and explanations for them and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options. S/he is also able to give a (clear) prepared presentation and answer the questions posed by the audience.

**Contents:**

During the course students strengthen their communication skills in formal and informal situations. The goal is to activate the student's Finnish skills and encourage him/her to use them in different situations. There will be various types of situational dialogue, conversation and listening exercises in the course. In addition, students will conduct a short survey which will also be reported to other students in the class.

**Mode of delivery:**

Contact teaching and guided self study

**Learning activities and teaching methods:**

Lessons twice a week (28-30 h), group work (15 h) and guided self study (36 h)

**Target group:**

International degree and post-graduate degree students, exchange students and the staff members of the University. Students of the Oulu University of Applied Sciences (OAMK) may also participate to this cross-institutional study. See courses, student quota and applying for OAMK students <https://www oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of Intermediate Finnish 2 (900016Y) or equivalent skills

**Recommended optional programme components:**

-

**Recommended or required reading:**

Will be provided during the course.

**Assessment methods and criteria:**

To pass the course, students must attend class on a regular basis and complete group work tasks and homework assignments.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading is on a pass/fail basis.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**

Sign-up in WebOodi or Tuudo. Staff members in in staff training portal.

**900027Y: Special Course in Finnish: Writing Skills, 3 op**

**Voimassaolo:** 01.08.1995 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Proficiency level:**

B1/B2, according to the Common European Framework.

**Status:**

Course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle. See more information <https://www.oulu.fi/forstudents/crossinstitutionalstudy>.

**Required proficiency level:**

A2.2 Completion of the Finnish for Advanced Students (900020Y) or the equivalent language skills.

**ECTS Credits:**

3 ECTS credits

**Language of instruction:**

Finnish

**Timing:**

-

**Learning outcomes:**

By the end of the course the student can write coherent and detailed descriptions and summaries about various matters. S/he is able to summarize text and justify his/her own statements of opinions. In addition, the student knows the steps of the writing process and understands the significance of a text's function and target audience. S/he can also differentiate between formal and informal writing styles.

**Contents:**

During the course students develop their writing skills in Finnish and are guided in the drafting of different text types and documents needed in studies and work. In the course students learn how to write informal and formal letters, an argument-essay, a summary, a job application and a report.

**Mode of delivery:**

One contact lesson at the beginning of the course and guided independent studying using online

**Learning activities and teaching methods:**

The course will be held online using a Moodle environment.

**Target group:**

Course is intended for the international students in every faculty at the University of Oulu. Students of the Oulu University of Applied Sciences (OAMK) students and OAMK's international and exchange students may also participate to this cross-institutional study. The quota principle is as follows: at least two OAMK students in a course and if there are more places, they are filled according to the queuing principle. See more information <https://www.oulu.fi/forstudents/crossinstitutionalstudy>.

**Prerequisites and co-requisites:**

Completion of the Intermediate Finnish Course 2

**Recommended optional programme components:**

-

**Recommended or required reading:**

Web based material in Moodle.

**Assessment methods and criteria:**

To pass the course, the student must complete all the required writing assignments. Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Grading is on a pass/fail basis.

**Person responsible:**

Anne Koskela

**Working life cooperation:**

-

**Other information:**



Sign-up in WebOodi or in Tuudo. Staff members in staff training portal.

## 902177Y: Academic English for Business, 5 op

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

### Proficiency level:

B2-C1

### Status:

Two-year International Business Masters program: Students who do not need to complete the Finnish course will complete this English course

### ECTS Credits:

5 ECTS credit. 130 hours of work

### Language of instruction:

English

### Timing:

Autumm term only

### Learning outcomes:

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.

### Contents:

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.

### Mode of delivery:

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

### Learning activities and teaching methods:

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.

### Target group:

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

### Prerequisites and co-requisites:

-

### Recommended optional programme components:

-

### Recommended or required reading:

The course materials can be purchased at Juvenis Print and can be found in Moodle.

### Assessment methods and criteria:

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

**Grading:**

The grading scale is 1-5 or Fail.

**Person responsible:**

Jaana Sorvari

*First year spring courses*

**721541S: Perspectives on Innovation Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pia Hurmelinna-Laukkanen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

723013A Legal Issues in International Business 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Assessment is based on continuous evaluation.

**Grading:**

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

**Person responsible:**

Professor Pia Hurmelinna-Laukkanen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721556S: Institutional Context of Global Business, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Lectures, group work exercises and self study.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

Basic studies in international business management.

**Recommended optional programme components:**

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

**Recommended or required reading:**

Collection of articles and other material provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes. 1) Lectures and learning diary and 2) group work debate weight 50% each.

**Grading:**

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

**Person responsible:**

Juha Tuunainen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721564S: Entrepreneurial Leadership Coaching, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Okkonen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721561S Leadership Practice and Research 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

Entrepreneurial Leadership

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Assessment based on the group assignment and personal reflections

**Grading:**

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

**Person responsible:**

Hanna Okkonen

**Working life cooperation:**

Course will have multiple visitors from different companies

**Other information:**

The number of students is limited.

**721064S: Qualitative Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 4 (1st year)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Lectures, group exercises and self study.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

Basic and intermediate studies in marketing or international business management.

**Recommended optional programme components:**

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

**Recommended or required reading:**

Collection of articles and other material provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes.

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721559S: Venture Growth Strategies, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721559S Venture Growth Strategies (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

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

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.

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

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (Year 2)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Online study methods.

**Learning activities and teaching methods:**

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

**Target group:**

Students from all OBS Master's programmes.

**Prerequisites and co-requisites:**

30 credits (5 Master level courses).

**Recommended optional programme components:**

No

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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.

**Person responsible:**

Anne Keränen

**Working life cooperation:**

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.

**Other information:**

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

**721530S: Master's Thesis in International Business Management, 30 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 credits

**Language of instruction:**

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

**Timing:**

Periods 1-4 (2<sup>nd</sup> year of Master's Programme)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching in seminar sessions.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

724050A Bachelor's Thesis or another university degree.

**Recommended optional programme components:**

-

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Professors

**Working life cooperation:**

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.

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Eeva-Liisa Oikarinen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 1)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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

**Target group:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Eeva-Liisa Oikarinen

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721565S: Design Driven Innovation, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Okkonen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

721559S Venture Growth Strategies

**Recommended optional programme components:**

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

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Hanna Okkonen, Tuure Haarjärvi

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.

**721566S: Business Impact Project, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Ahmad Arslan

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

First year studies of International Business Management.

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Minna Ahokas

**Working life cooperation:**

Visiting industry experts, working with the case organization

**Other information:**

The number of students is limited.

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Janne Järvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Major students of Accounting (and International Business Management)

**Prerequisites and co-requisites:**

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.

**Recommended optional programme components:**

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

**Recommended or required reading:**

[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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

N.N.

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721567S: Technology and Data Analytics, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuure Haarjärvi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

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

**Prerequisites and co-requisites:**

none

**Recommended optional programme components:**

none

**Recommended or required reading:**

none

**Assessment methods and criteria:**

Exercises and learning diary.

**Grading:**

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

**Person responsible:**

Tuure Haarjärvi

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721065S: Internship, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Practical training

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**Timing:**

Free

**Learning outcomes:**

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.

**Contents:**

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.

**Learning activities and teaching methods:**

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 Mari 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

**Target group:**

Students of OBS's Master's Programmes

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

No

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Internship report and other documentation delivered according to the above instructions

**Grading:**

Pass/Fail

**Person responsible:**

Mari Juntunen, Sakari Nikkilä

**Working life cooperation:**

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

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuija Lämsä

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721568S Individual Business Management Project (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

1st year International Business Management students

**Prerequisites and co-requisites:**

721064S Methods in Business Research

**Recommended optional programme components:**

721065S Internship

**Recommended or required reading:**

Scientific literature and articles related to the course assignment.

**Assessment methods and criteria:**

Three main areas will be assessed:

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

**Grading:**

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

**Person responsible:**

Marika Tuomela-Pyykkönen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721569S: IBM Book Club, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Akram Hatami Boroun

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721569S IBM Book Club (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

Independent study and online activity.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

The assessment is based on exam and online activity.

**Grading:**

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

**Person responsible:**

Hatami Boroun, Akram

**Other information:**

The number of students is limited

**721336S: Special Issue, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**Timing:**

Free

**Learning outcomes:**

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.

**Contents:**

Varies depending on individually agreed on assignment.

**Mode of delivery:**

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).

**Learning activities and teaching methods:**

Varies on the basis of individually agreed on assignment.

**Target group:**

Students of OBS's Master's Programs.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Varies depending on the way of completion and the major discipline

**Working life cooperation:**

Depends on the individually agreed on assignment.

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 1)

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

Blended approach

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721436S: Brand Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Teck Tan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended or required reading:**

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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Teck Ming (Terence) Tan

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721473S: Quantitative Methods in Marketing Research, 6 op****Voimassaolo:** 01.08.2019 -**Opiskelumuoto:** Advanced Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Juha Tuunainen**Opintokohteen kielet:** English**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Blended approach.

**Learning activities and teaching methods:**

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.

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**H635536: Master's Programme in International Business, 120 - 130 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** General Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*Ensimmäisen vuoden syyslukauden opinnot*

**721538S: International Business Theory, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuija Mainela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721461S Industry and International Business Operations 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

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).

**Target group:**

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

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management.

**Recommended optional programme components:**

None

**Recommended or required reading:**

Collection of articles named by the instructor.

**Assessment methods and criteria:**

Assignments during the course and home exam.

**Grading:**

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

**Person responsible:**

Tuija Mainela

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721562S: Organizational Change and Development, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Anniina Rantakari

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (1. Year)

**Learning outcomes:**

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.



**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

Article collection and online material provided by the lecturer

**Assessment methods and criteria:**

Reflection diary and final essay

**Grading:**

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

**Person responsible:**

Anniina Rantakari

**Working life cooperation:**

Individual change project conducted during the course

**Other information:**

The number of students is limited.

**721563S: Entrepreneurial Leadership, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Vesa Puhakka

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721563S Entrepreneurial Leadership (OPEN UNI) 6.0 op

721536S Leadership and Change 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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.

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

Article collection, lecture materials.

**Assessment methods and criteria:**

Assessment based on the group assignment.

**Grading:**

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

**Person responsible:**

Vesa Puhakka

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721537S: Introduction to Strategizing Practices, 6 op**

**Voimassaolo:** 01.08.2001 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Sari Laari-Salmela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721554A Strategizing Practices 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Article collection; Lecture materials.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Sari Laari-Salmela

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**723038S: Multinational Enterprise Theory, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Lauri Haapanen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

[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.

**Assessment methods and criteria:**

Assessment is based on given assignments and a learning portfolio.

**Grading:**

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

**Person responsible:**

Lauri Haapanen

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

*Ensimmäisen vuoden kevätlukukauden opinnot*

**721541S: Perspectives on Innovation Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Pia Hurmelinna-Laukkanen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

723013A Legal Issues in International Business 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Assessment is based on continuous evaluation.

**Grading:**

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

**Person responsible:**

Professor Pia Hurmelinna-Laukkanen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721556S: Institutional Context of Global Business, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Lectures, group work exercises and self study.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

Basic studies in international business management.

**Recommended optional programme components:**

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

**Recommended or required reading:**

Collection of articles and other material provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes. 1) Lectures and learning diary and 2) group work debate weight 50% each.

**Grading:**

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

**Person responsible:**

Juha Tuunainen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721564S: Entrepreneurial Leadership Coaching, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Okkonen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721561S Leadership Practice and Research 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

Entrepreneurial Leadership

**Recommended or required reading:**

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

**Assessment methods and criteria:**

Assessment based on the group assignment and personal reflections

**Grading:**

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

**Person responsible:**

Hanna Okkonen

**Working life cooperation:**

Course will have multiple visitors from different companies

**Other information:**

The number of students is limited.

**721064S: Qualitative Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 4 (1st year)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Lectures, group exercises and self study.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

Basic and intermediate studies in marketing or international business management.

**Recommended optional programme components:**



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

**Recommended or required reading:**

Collection of articles and other material provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes.

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721559S: Venture Growth Strategies, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721559S Venture Growth Strategies (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

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

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.

*Toisen vuoden opinnot*

**721070S: Globally Responsible Business, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (Year 2)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Online study methods.

**Learning activities and teaching methods:**

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

**Target group:**

Students from all OBS Master's programmes.

**Prerequisites and co-requisites:**

30 credits (5 Master level courses).

**Recommended optional programme components:**

No

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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.

**Person responsible:**

Anne Keränen

**Working life cooperation:**

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.

**Other information:**

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

**721530S: Master's Thesis in International Business Management, 30 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Diploma thesis

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish, English

**ECTS Credits:**

30 credits

**Language of instruction:**

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

**Timing:**

Periods 1-4 (2<sup>nd</sup> year of Master's Programme)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching in seminar sessions.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

724050A Bachelor's Thesis or another university degree.

**Recommended optional programme components:**

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**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Professors

**Working life cooperation:**

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.

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Eeva-Liisa Oikarinen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 1)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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

**Target group:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Eeva-Liisa Oikarinen

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Hanna Okkonen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

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.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

721559S Venture Growth Strategies

**Recommended optional programme components:**

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

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Hanna Okkonen, Tuure Haarjärvi

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.

**721566S: Business Impact Project, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Ahmad Arslan

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

First year studies of International Business Management.

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Minna Ahokas

**Working life cooperation:**

Visiting industry experts, working with the case organization

**Other information:**

The number of students is limited.

## **721195S: Advanced Management Control, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Janne Järvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits

### **Language of instruction:**

English

### **Timing:**

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

### **Learning outcomes:**

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.

### **Contents:**

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.

### **Mode of delivery:**

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

### **Learning activities and teaching methods:**

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

### **Target group:**

Major students of Accounting (and International Business Management)

### **Prerequisites and co-requisites:**

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.

### **Recommended optional programme components:**

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

### **Recommended or required reading:**

[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.

### **Assessment methods and criteria:**

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.

### **Grading:**



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

**Person responsible:**

N.N.

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721567S: Technology and Data Analytics, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuure Haarjärvi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

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

**Prerequisites and co-requisites:**

none

**Recommended optional programme components:**

none

**Recommended or required reading:**

none

**Assessment methods and criteria:**

Exercises and learning diary.

**Grading:**

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

**Person responsible:**

Tuure Haarjärvi

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721065S: Internship, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Practical training

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**Timing:**

Free

**Learning outcomes:**

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.

**Contents:**

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.

**Learning activities and teaching methods:**

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 Mari 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

**Target group:**

Students of OBS's Master's Programmes

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

No

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Internship report and other documentation delivered according to the above instructions

**Grading:**

Pass/Fail

**Person responsible:**

Mari Juntunen, Sakari Nikkilä

**Working life cooperation:**

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

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Tuija Lämsä

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721568S Individual Business Management Project (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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.

**Target group:**

1st year International Business Management students

**Prerequisites and co-requisites:**

721064S Methods in Business Research

**Recommended optional programme components:**

721065S Internship

**Recommended or required reading:**

Scientific literature and articles related to the course assignment.

**Assessment methods and criteria:**

Three main areas will be assessed:

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

**Grading:**

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

**Person responsible:**

Marika Tuomela-Pyykkönen

**Working life cooperation:**

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

**Other information:**

The number of students is limited.

**721569S: IBM Book Club, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Akram Hatami Boroun

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721569S IBM Book Club (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

Independent study and online activity.

**Learning activities and teaching methods:**

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

**Target group:**

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

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

The assessment is based on exam and online activity.

**Grading:**

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

**Person responsible:**

Hatami Boroun, Akram

**Other information:**

The number of students is limited

### **721336S: Special Issue, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

Varies depending on the way of completion.

**Timing:**

Free

**Learning outcomes:**

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.

**Contents:**

Varies depending on individually agreed on assignment.

**Mode of delivery:**

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).

**Learning activities and teaching methods:**

Varies on the basis of individually agreed on assignment.

**Target group:**

Students of OBS's Master's Programs.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Varies depending on the way of completion and the major discipline

**Working life cooperation:**

Depends on the individually agreed on assignment.

**Other information:**

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:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** English  
**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 1)

**Learning outcomes:**

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.

**Contents:**

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

**Mode of delivery:**

Blended approach

**Learning activities and teaching methods:**

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

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**721436S: Brand Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Teck Tan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended or required reading:**

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.

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

Dr. Teck Ming (Terence) Tan

**Working life cooperation:**



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.

**Other information:**

The number of students is limited.

**721473S: Quantitative Methods in Marketing Research, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Blended approach.

**Learning activities and teaching methods:**

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.

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

**Recommended optional programme components:**

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

**Recommended or required reading:**

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

**Assessment methods and criteria:**

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.

**Grading:**

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

**Person responsible:**

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

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.