

# Opasraportti

## OBS - Minor subject, Basic business studies (online education) (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>.

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A635801: Basic Business Studies, 25 - 40 op

*Student can select individual courses or complete the whole minor (minimum 5 courses, 25 ECTS).*

724830P: Introduction to Accounting and Financial Management, 5 op

724831P: Introduction to Business Law, 5 op

724832P: Economics and The Business Environment, 5 op

724833P: Introduction to Entrepreneurship, 5 op

724834P: Basics of Marketing and Sales, 5 op

724835P: Basics of Management and Organizations, 5 op

724836P: Introduction to Corporate Social Responsibility, 5 op

724837P: Understanding and managing a business as a dynamic whole - business simulation game, 5 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**A635801: Basic Business Studies, 25 - 40 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*Student can select individual courses or complete the whole minor (minimum 5 courses, 25 ECTS).*

### **724830P: Introduction to Accounting and Financial Management, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

#### **ECTS Credits:**

5 credits

#### **Language of instruction:**

Finnish

#### **Timing:**

The course site opens on 15 September 2020. The graded course assignments are open between 15 September and 9 November 2020.

Exam dates: 16–23 November 2020

1st resit: 7–14 December 2020

2nd resit: 18–25 January 2021

#### **Learning outcomes:**

After completing the course, students will be able to:

- identify the role of accounting in organizations and society,
- understand the content and structure of financial statements and the purposes for which the statements can be used,
- read financial statements and calculate and interpret key financial ratios,
- understand the key role of accounting systems in providing information for decision-making within organizations and how this information can be used to manage both the organization and the behaviour of individuals within the organization,
- evaluate and assess the financial profitability of products, services, customers and investments and make sound business decisions based on this information,
- identify the role of corporate governance in organizations and society,
- be familiar with the basic questions of corporate finance and able to identify the answers, and
- use the basic functions of Excel.

#### **Contents:**

- Financial management: an overall view
- Concept of accounting and what it means for companies and society
- Substance of and differences in management and financial accounting
- Basic functions of Excel
- Financial accounting
  - o Goals, content and structure of statements, central accounting principles, basics of bookkeeping
  - o Balance sheets, income statements, cash flow statements and their connections
  - o International Financial Reporting Standards (IFRS), principles of group accounts
  - o Connections between income statements and taxation
  - o Financial statement analysis
    - Management accounting
  - o Accounting for strategic management; implementing strategy, scorecards
  - o Management of a profit centre organization (including Economic Value Added and WACC)
  - o Budgeting and budgetary system
  - o Cost accounting tasks and cost concepts, product, service and customer profitability
  - o Ad hoc calculations, cost-volume-profit analysis and pricing
  - o Estimating the profitability of investments

- Key concepts of corporate governance and corporate finance
- o Key issues in corporate governance (incl. ownership, board of directors, rewarding systems)
- o Key issues in managing capital structure (equity and non-equity capital, capital cost)
- o Key issues in managing working capital (inventory and cash management, sales receivables and accounts payable)

**Mode of delivery:**

Online course

Most themes contain short videos, reading material and exercises. Some themes have graded assignments.

**Learning activities and teaching methods:**

	Hours
Watching video material	15 hours
Reading literature	60 hours
Exercises	40 hours
Graded course assignments	15 hours
Exam	3 hours
<b>Total</b>	<b>133 hours (5 ECTS)</b>

**Prerequisites and co-requisites:**

Upper secondary school mathematics. Students should have Microsoft Excel software at their disposal during the course. All course material is available on the course site.

**Recommended or required reading:**

Ikäheimo, S. – Malmi, T. – Wallden, R. (2019) Yrityksen laskentatoimi. Talentum, Helsinki.

**Assessment methods and criteria:**

Students are graded on a scale from 1 to 5. The grade comprises

- graded course assignments: 30 %
- exam: 70 %

The course exam is open on three occasions. The dates for taking the exam are given on the course platform.

**Grading:**

Numeric, scale 1–5

**Person responsible:**

Teemu Malmi ja Seppo Ikäheimo

E-mail: teemu.malmi@aalto.fi, seppo.ikaheimo@aalto.fi

Organizing university: Aalto University

**Contact person for students:** Tomi Vuolteenaho (tomi.vuolteenaho@aalto.fi)

**Other information:**

No restrictions for the number of students admitted. **Proper registration for a course is obligatory and required to receive course credits. Late registrations will not be accepted.**

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi)

**724831P: Introduction to Business Law, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

Finnish

**Timing:**

Mid October - mid December 2020 (weeks 43-50)

**Learning outcomes:**

After the course, the student will:

- know the main features of the Finnish legal system, its connections to other legal systems and the most important legal concepts and structures, particularly from the business perspective,
- know the different sources of law and the fundamentals of how to solve legal problems,
- understand the role of law as a system that steers society and its importance at the heart of business activities,
- understand how and why a company should prepare for the legal risks of a business, how to manage the risks and how to take the legal aspect into account in the company's decision-making, and
- know the basic key areas of business law, corporate law in particular, contract law, immaterial law, labour law, competition law and tax law (tax law accounts for 30 % of the course).

**Contents:**

- Structure of the Finnish legal system and its relationship to other legal systems
- Basic legal concepts and structures
- Relevance of law at the heart of societal decision-making and business activities
- Risks and possibilities that law provides for business
- Legal risk management in business
- Sources of law and their mutual relationships
- Fundamentals of solving legal problems
- Basics of corporate law
- Basics of contract law
- Basics of immaterial law
- Basics of labour law
- Basics of tax law (tax law accounts for 30 % of the course)
- Basics of competition law

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

The purpose of the course assignments is to review the main issues learned in the course and to deepen the students' understanding by transferring theoretical knowledge into practice. The assignments deal with, for example, the basic concepts and structures of the legal system, recognizing legal problems and the basics of different fields of business law. They also include case assignments.

133 hours (5 ECTS). The course consists of three modules, the schedules of which are as follows:

- |                                 |          |
|---------------------------------|----------|
| · Introduction to legal thought | 25 hours |
| · Business law                  | 68 hours |
| · Tax law                       | 40 hours |

**Prerequisites and co-requisites:**

No prerequisites.

**Recommended or required reading:**

The literature will be assigned by the instructors at the beginning of the course.

**Assessment methods and criteria:**

Each of the module exams can be taken three times. The dates for taking the exams are given on the course platform.

**Grading:**

Students are graded on a scale from 1 to 5 based on the module exams (3 exams).

**Person responsible:**

Martti Nieminen, Jenni Similä & Lassi Salminen

Martti Nieminen (contact person)

E-mail [martti.nieminen@tuni.fi](mailto:martti.nieminen@tuni.fi)

Organizing university: Tampere University

**Other information:**

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi).

**724832P: Economics and The Business Environment, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

Course slides, weekly assignments and exams are available in Finnish and English. The videos and the course book are in English.

**Timing:**

Pre-assignment in week 8. Online course March–April 2021 (weeks 9–14). Exam in week 16. Exam resits in weeks 19 and 21.

**Learning outcomes:**

Upon successful completion of the course, students will be able to:

- define basic economic concepts, and
- understand economic thinking and apply economic theory in the analysis of a business environment and market economies.

**Contents:**

The course provides students with basic skills in analysing the business environment and an overview of its evolution from an economic perspective. Proactive identification of opportunities in and threats to the business environment is increasingly important for successful businesses in the global economy.

During the course, the students will familiarize themselves with:

- the decision-making processes in companies and among consumers and how the markets function (microeconomics),
- economic growth, business cycles, labour markets, inflation, monetary policy and economic policy (macroeconomics),
- the role of the public sector and the focal public policy instruments in market economies (public economics), and

international trade, financial markets, European integration and multinational companies (global economy).

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Students will take the course independently as an online course. It is divided into weekly modules with different themes (6 modules in total). Students will complete weekly assignments that open at the beginning of each week.

To be eligible to take the final exam, students must complete and pass the assignment in each weekly module.

133 hours (5 ECTS)

**Prerequisites and co-requisites:**

No prerequisites.

**Recommended or required reading:**

The CORE Team, The Economy. Available at: <http://www.core-econ.org>.

Additional literature will be assigned by the instructors at the beginning of the course.

**Grading:**

Students are graded on a scale from 1 to 5.

The course exam is open on three occasions. The dates for taking the exam are announced on the course platform.

**Person responsible:**

Sami Remes (sami.remes@tuni.fi) ja Juha-Matti Tauriainen (juha-matti.j-m.tauriainen@jyu.fi)

Organizing university: University of Tampere (academic year 2020-21)

**Other information:**

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi)

**724833P: Introduction to Entrepreneurship, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

All the course material is in English. Should there be any foreign students in a group, the language of group work and assignments is English.

**Timing:**

Early October–December 2020 (weeks 41–50). Pre-assignment in week 41.

**Learning outcomes:**

During the course, students will learn to understand the significance of an entrepreneurial team and will form an understanding of entrepreneurship as a creative activity that occurs in the form of business. After completing the course, students will be able to:

- define business-related principles, possibilities and challenges,
- plan business initiation based on customer needs, value creation, testing and agility, and
- interpret business-related substance areas where competence is needed.

**Contents:**

- Deciding to become an entrepreneur
  - o Introduction to entrepreneurship
- Creating viable business ideas
  - o Creating business opportunities
  - o Preliminary research
  - o Industry analysis
  - o Business plan
- From idea to an entrepreneurial firm
  - o Building a team
  - o Analysing start-up strengths and weaknesses from the funding perspective
  - o Ethical and legal issues in starting a company
  - o Creating a business plan and constructing a story
  - o Attracting funding
- Managing an entrepreneurial firm and generating growth
  - o Marketing
  - o Understanding VC operations
  - o IPRs
  - o Challenges of growth and managing growth
  - o Growth strategies
  - o Forms of operation

**Mode of delivery:**

The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Course assignments include:

- reading the course book, and
- learning and reflection assignments,

Students complete the assignments on the online learning platform individually and as groupwork.

**Learning activities and teaching methods:**

	Hours
Reading the course materials	48 hours
Learning and reflection assignments individually and in groups	85 hours
<b>Total</b>	<b>133 hours (5 ECTS)</b>

**Prerequisites and co-requisites:**

No prerequisites

**Recommended or required reading:**

Barringer, B. – Ireland, D. (2012) Entrepreneurship: Successfully Launching New Ventures. 4th Edition. Prentice Hall. Later editions can also be used.

**Assessment methods and criteria:**

The course consists of five modules. Each module is linked to two chapters in the course book, and there are related assignments to be completed by the end of each module. They are evaluated on the scale pass /fail. To pass the course, students must receive a passing grade for all the assignments.

A final essay composed and submitted at the end of the course, and covering the entire course content, determines the final grade.

**Grading:**

Students are graded on a scale from 1 to 5.

**Person responsible:**

Teachers 2020-21: Markku Ikävalko, LUT ([markku.ikavalko@lut.fi](mailto:markku.ikavalko@lut.fi)), Satu Korhonen (LUT), Terhi Virkki-Hatakka (LUT) and Abdollah Mohammadparast Tabas (University of Oulu)

Organizing university: University of Oulu (academic year 2020-21)

**Other information:**

At least 75 students per university in the order of when they registered for the course. The total number of participants should not exceed 700. If there are fewer than 75 students from any university, the number of students in the other universities may be increased.

**Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

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The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi).

**724834P: Basics of Marketing and Sales, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

The literature is mainly in English. The student may submit the assignments either in Finnish or in English

**Timing:**

March - early May 2021 (weeks 9-18), Pre exercises in week 9.

**Learning outcomes:**

Upon completion of the course, students will be able to:

- describe the role of marketing in an organization and identify the significance of customer-orientation in both the development of the organization and personal actions,
- apply the key concepts of marketing (e.g., customer-perceived value, value creation process, brand, marketing mix and segmentation) in decision-making and the evaluation of made decisions,
- describe the diverse emphasis of B-to-B and consumer marketing and the key characteristics of both logics,
- identify and utilize key marketing communication channels in the fickle business environment, and
- understand sales processes in their entirety, the different parts of them in both consumer and in B-to-B sales.

**Contents:**

- key marketing concepts, definitions and phenomena now and before such as value, value creation and marketing mix
- understanding these concepts in diverse contexts: the differences between consumer and B-to-B logics
- customer-centric thinking and value creation
- customer-oriented strategy in a changing business environment



- the key concepts and phenomena in consumer marketing
- B-to-B marketing and organizational buying behaviour
- marketing communication channels and content
- sales process in consumer and B-to-B contexts, as well as personal sales and interaction skills, at different phases of the sales process

**Mode of delivery:**

On-line teaching

**Learning activities and teaching methods:**

The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Students will complete weekly assignments during the course.

	Hours
Independent reading of the course materials	70 hours
Weekly assignments	60 hours
Feedback	3.5 hours
<b>Total</b>	<b>133.5 hours (5 ECTS)</b>

**Prerequisites and co-requisites:**

No prerequisites.

**Recommended or required reading:**

The instructors will specify the literature at the beginning of the course.

**Assessment methods and criteria:**

The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to students who have registered for the course within the registration period.

Students will complete weekly exercises.

**Grading:**

Students complete the course by submitting weekly assignments. Grading on scale 1–5/fail.

**Person responsible:**

Minna-Maarit Jaskari ([minna-maarit.jaskari@uva.fi](mailto:minna-maarit.jaskari@uva.fi)) ja Tuula Lehtimäki ([tuula.lehtimaki@oulu.fi](mailto:tuula.lehtimaki@oulu.fi))  
Organizing university: University of Vaasa (academic year 2020-21)

**Other information:**

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

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The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi).

**724835P: Basics of Management and Organizations, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

The course material and assignments are in English. The individual assignments may be completed in Finnish if a student wishes to do so.

**Timing:**

February– mid-April 2021 (weeks 6–14) + exam resits

**Learning outcomes:**

Upon successful completion of the course, the student will be able to:

- name the key concepts and theories in the areas of organization, management and leadership,
- name the key concepts and evaluate the functions of human resource management,
- understand the major tools of strategic management,
- understand business in the network of global interactions, and
- apply theory on practical leadership and management situations.

**Contents:**

- Management and leadership
  - o Development of leadership thinking and leadership theory
  - o Key concepts of management leading culture, innovation and change
- Organizations and organizational behaviour
  - o Organizational structure
  - o Organizational culture
  - o Organizational life
- Human resource management
  - o Human resource management
  - o Leading individuals, teams and groups
  - o Motivation and coaching
- Strategic thinking and strategic tools
  - o Development of strategic thinking and strategy
  - o Strategic tools
  - o Strategic management in a global environment

**Mode of delivery:**

Online teaching

- Individual assignments
- Electronic exam

The deadline for the weekly assignments is flexible; students can submit them at their convenience. The exams are open for a period of one week, during which, the exam can be taken at a time of the student's choice.

**Learning activities and teaching methods:**

	<b>Hours</b>
Online lectures	10 hours
Individual assignments and exam	60 hours
Literature (268 pages)	64 hours
<b>Total</b>	<b>134 hours (5 ECTS)</b>

**Prerequisites and co-requisites:**

No prerequisites.

**Recommended or required reading:**

Robbins, Stephen P. – Judge, Timothy A. – Campbell, Timothy T. (2017) Organizational Behavior. 2nd edition. Pearson.

The course instructors may ask students to read additional literature (e.g. articles). The details of additional readings are indicated in the course program.

**Assessment methods and criteria:**

The grade comprises an exam and individual assignments.

The dates for taking the exam and submission of assignments are given in the course instructions on the course platform.

**Grading:**

Students are graded on a scale from 1 to 5.

**Person responsible:**

Teachers 2020-21; Mirjami Ikonen (UEF), Hilpi Kangas (University of Vaasa) and Ida Okkonen (University of Jyväskylä)

Contact persons: Autumn term 2020, Minna Liikanen ([minna.liikanen@ju.fi](mailto:minna.liikanen@ju.fi)) and Spring term 2021, Ida Oksanen (University of Jyväskylä)

Organizing university: University of Jyväskylä (academic year 2020-21)

**Other information:**

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

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The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi).

**724836P: Introduction to Corporate Social Responsibility, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Timing:**

25 January–22 March 2021 (weeks 4–12).

**Learning outcomes:**

Upon completion of the course, the students will be able to:

- define and apply key concepts and perspectives regarding CSR,
- identify relevant issues and analyse the challenges related to corporate responsibility in selected industries,
- describe the role of CSR in business and in relation to wider international political and economic issues,
- describe the different aspects through which organizational practices can be CSR-oriented, and
- apply key concepts of CSR in their daily work.

**Contents:**

- Definitions and historical roots
  - o Historical roots – sustainable development
  - o Definitions of CSR
  - o Why CSR matters – the business case
  - o Stakeholder salience
- Regulatory aspects
  - o Political CSR
  - o CSPs and CSR

- o MSIs and CSR
- o CSR and human rights
  - Human resource, supply and consumption
- o HRM and CSR
- o CSR and supply chain
- o CSR and sustainable consumption
- o CSR – minimum wage and living wage
  - Relational aspects
- o CSR and communication
- o CSR and corruption
- o CSR and leadership
- o CSR and responsible investment

**Mode of delivery:**

Online teaching

**Learning activities and teaching methods:**

- Weekly assignments: There are four weekly assignments in the course; one for each week for the first four weeks of the course. These assignments measure the students' understanding of the reading materials.
  - Final assignment: The final assignment can be completed in a group or individually. The deadline for submitting the final assignment is the middle of the sixth week of the course.
- 133 hrs (5 ECTS)

**Prerequisites and co-requisites:**

No prerequisites

**Recommended or required reading:**

The link to primary reading materials will be provided on the learning platform.

**Assessment methods and criteria:**

The grade is composed of:

- weekly assignments/short essays (60 %)
- case analysis: final assignment (40%)

**Grading:**

Students are graded on a scale from 1 to 5.

**Person responsible:**

Yewondwossen Tesfaye Gemechu  
 E-mail yewondwossen.tesfaye@hanken.fi  
 Organizing university: Hanken School of Economics

**Other information:**

No restrictions for the number of students admitted, except for Åbo Akademi, for which the number of participants is limited to 30 students. **Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

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The latest information about the course is updated and published on the course platform at [www.lito.fi](http://www.lito.fi).

**724837P: Understanding and managing a business as a dynamic whole - business simulation game, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

The language of instruction is English, but a student may return individual assignments in Finnish if s/he so wishes. The simulation teams may speak Finnish, if there are no non-Finnish speaking members in the team.

**Timing:**

1st course period: late September–mid-November 2020 (weeks 39–46). Pre-assignment in week 39.

2nd course period: late January–February 2021 (weeks 4–11). Pre-assignment in week 4.

3rd course period: mid-March–mid-May 2021 (weeks 11–19). Pre-assignment in week 11.

**Learning outcomes:**

After completing the course, students will:

- understand how different areas in business studies are connected in the entity of enterprise functions and in making a profit,
- understand the role of ERP and its significance in managing a company,
- be able to apply different business analysis tools in planning and managing a business and to understand the essential role of strategy in the process, and
- be able to apply various methods of collaboration in a virtual team.

A central part of the course is to see the business as a whole, students will understand why it is not practical to optimize single functions separately and why the management needs to have a holistic perspective of the company.

**Contents:**

- The foundation for this course is a business simulation game that engages the students in real-time decision-making and provides them with various tasks related to various business topics.
- The participation takes place in small virtual groups, in which the team members (3–4 students) all come from different universities.
- The thematic core for the simulation is supply chain management and the entity formed by different functions of a company. The relevant themes include several areas of cross-company logistics: purchase, inventory management, delivery, customer relations and the reporting related to these topics. The course emphasizes effective management of the supply chain and the impact it has on the company's profit and cash flow.
- During the course, students are also introduced to the dynamics of supply chains in company networks, where the students' company is part of a network of suppliers, competitors and customers.
- In addition, the course gives an overall picture of the role of a company's information systems in steering the business as a whole: how the different functions utilize common enterprise resource planning and how the ERP works as an essential tool in decision-making.
- The theoretical material and the exercises distributed in the course are related to supply chain management and other LITO learning themes.

**Mode of delivery:**

Online teaching

**Learning activities and teaching methods:**

The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

The course assignments are mainly related to the planning of the simulation company operations and the analysis of materialized operations. These include:

- developing a business plan,
- analysing the profitability in light of various parameters and reporting these to the different stakeholders,
- various strategic analyses of the company operations and competitive situation (SWOT, Pester, benchmarking),
- calculations related to the company's basic supply chain and ERP parameters,
- income statement and profitability, gross margin and cash flow analysis (the essential parameters covered in the course Introduction to Accounting and Financial Management), and

- market analysis.

Furthermore, there will be a written assignment on team dynamics and a team functionality analysis and reflections.

	Hours
Reading the theoretical supplementary material	50 hours
Planning and analysis tasks	66 hours
Business simulation game	3 x 6 hours = 18 hours
<b>Total</b>	<b>134 hours (5 ECTS)</b>

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

The course serves as a capstone, bridging together the other modules in the LITO entity. The course provides an overall picture of business dynamics and explains how the different fields in business studies are related to it.

It is recommended that before taking this course, the student has taken at least the following LITO courses: Introduction to Accounting and Financial Management and Basics of Management and Organization.

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

Simulation game instructions, description of the simulation environment, learning videos, course hand-out and a selection of other articles (to be announced).

#### **Grading:**

The evaluation scale of pass/fail is used. Performance will be evaluated based on the assignments given during the course.

#### **Person responsible:**

Eeli Saarinen ([eeli.saarinen@utu.fi](mailto:eeli.saarinen@utu.fi))

Organizing university: University of Turku (academic year 2020-21)

#### **Other information:**

**When registering for the course, bear in mind that the simulation game requires your commitment to the entire duration of the course**, as the implementation of the simulation game requires that there are at least 50 attendees from the LITO universities.

A max. 20 of students per university are admitted in the order of registration for each business simulation game period. If there are fewer students from any university, the number of students from the other universities may be increased; the total number of students should not exceed 180.

**Proper registration for the course at the home university is obligatory and required for credit. Late registrations will not be accepted.**

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

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