

# Opasraportti

## Open University - Economic Sciences (2012 - 2013)

### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

ay721186A: Auditing (OPEN UNI), 5 op

ayA635001: Corporate Law, Basic Studies (OPEN UNI), 25 - 28 op

*Compulsory*

ay721611A: Tax Law (OPEN UNI), 7 op

ay721420A: Marketing Legislation (OPEN UNI), 7 op

ay721614A: Labour Law (OPEN UNI), 7 op

ay721610A: Corporate Law and Law of Contracts (OPEN UNI), 7 op

ay721174P: Financial Risk Management (OPEN UNI), 5 op

ay721178P: Fundamentals of Corporate Finance (OPEN UNI), 5 op

ay721361P: Investments (OPEN UNI), 5 op

ay721172P: Management Accounting (OPEN UNI), 5 op

ayA635101: Management, Basic Studies (OPEN UNI), 25 op

*Compulsory*

ay721513P: Human Resource Management (OPEN UNI), 5 op

ay721518P: Leadership and Change (OPEN UNI), 5 op

ay721519P: Strategic Management (OPEN UNI), 5 op

ay721511P: Foundations of Management (OPEN UNI), 5 op

ay721554P: Strategizing Practices (OPEN UNI), 5 op

ayA631301: Marketing, Basic Studies (OPEN UNI), 25 op

*Compulsory*

ay721704P: Business Logistics (OPEN UNI), 5 op

ay721419P: Consumer Behavior (OPEN UNI), 5 op

ay721412P: Product and Market Strategies (OPEN UNI), 5 op

ay721409P: Principles of Marketing (OPEN UNI), 5 op

ay721424P: Business to Business Marketing (OPEN UNI), 5 op

### Opintojaksojen kuvaukset

#### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**ay721186A: Auditing (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721186A Auditing 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Learning outcomes:**

After passing the course the student can identify the basic concepts of auditing and internal auditing. The student will also be able to review financial reporting information for the purpose of performing the audit process.

**Contents:**

The course comprises principles of auditing, controlling the bookkeeping, controlling the financial statements and principles of internal auditing. In addition, the course includes getting acquainted with current trends in auditing.

**Learning activities and teaching methods:**

24 hours of lectures, 16 hours of exercises and independent reading of the textbooks.

**Recommended optional programme components:**

Financial Accounting.

**Recommended or required reading:**

KHT-yhdistys: Osakeyhtiön tilinpäätösmalli. 2006; KHT-yhdistys: Taloushallinnon säädökset. 2003; KHT-yhdistys: Tilintarkastuskertomukset ja tilintarkastajan lausunnot. 2003; Raappana: Tilintarkastus. Lecture notes; Other material announced during the lectures.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Tapio Raappana.

**Other information:**

Number of students is limited.

## **ayA635001: Corporate Law, Basic Studies (OPEN UNI), 25 - 28 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Study module

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

A635001 Corporate Law, Basic Studies 25.0 op

Ei opintojaksokuvauksia.

*Compulsory*

## **ay721611A: Tax Law (OPEN UNI), 7 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721611A Tax Law 7.0 op

**ECTS Credits:**

7 ects.

**Language of instruction:**

Finnish.

**Timing:**

**Learning outcomes:**

By completing the course, student understands the principles of tax law in Finland. The student knows the difference between tax avoidance, tax aversion and tax planning. Student knows also different forms of corporate taxation. The student is familiar with norms concerning the taxation procedure.

**Contents:**

The course will focus on different types of taxation procedures; e.g. taxation in a corporations and for individuals. The course concentrates on juridical problems and on tax law as a part of the public law and social politics.

**Learning activities and teaching methods:**

Lectures and independent studying of the textbooks.

**Recommended or required reading:**

Myrsky & Ossa: Verotuksen perusteet, 2008. Andersson - Linnakangas: Tuloverotus, 7.; Linnakangas & Myrsky: Elinkeinotulon verotus, 2006.

Check availability from [here](#).

**Assessment methods and criteria:**

Lecture and literature examination. Student can use Tax Law Book in the examination.

**Grading:**

1-5.

**Person responsible:**

Senior lecturer Markku Pulkkinen.

### **ay721420A: Marketing Legislation (OPEN UNI), 7 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721420A Marketing Legislation 7.0 op

**ECTS Credits:**

7 ects.

**Language of instruction:**

Finnish.

**Timing:****Learning outcomes:**

After completing the course, student is familiar with Finnish consumer protection policy. Student knows injunctions of corporation in market law. Student knows also the content and meaning of the immaterial law.

**Contents:**

The course provides a general introduction presenting the legal sources which are relevant to marketing legislation (antitrust regulations etc.). The course is intended to introduce students to basic legal structures, concepts in consumer marketing and business-to-business marketing, product liability, intellectual property rights etc. The course is intended to give a practical knowledge of the law relating to procedure in solving disputes in marketing. The course gives a basic knowledge in marketing and competition legislation in Finland as well as European Union.

**Learning activities and teaching methods:**

28 hours of lectures and independent studying of the textbooks.

**Recommended or required reading:**

Ämmälä, Tuula: Suomen kuluttajaoikeus (2006); Mäkinen - Paloranta - Pokela - Vuori: Markkinaoikeuden perusteet, 2. renewed edition 2006.

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Veijo Röntynen

**ay721614A: Labour Law (OPEN UNI), 7 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721614A Labour Law 7.0 op

**ECTS Credits:**

7 ects.

**Language of instruction:**

Finnish.

**Timing:****Learning outcomes:**

After completing the course, student is familiar with Finnish labour law. The student knows the principles of industrial safety legislation, protection of privacy, Working Hours Act and Annual Holidays Act. The student will have knowledge of the law relating industrial relations and labour law.

**Contents:**

The course is intended to introduce students to basic legal structures, concepts in individual and collective labour law. The course is also intended to give a practical knowledge of the law relating to procedure in solving disputes of labour relations and basic knowledge in international and EU labour legislation.

**Learning activities and teaching methods:**

30 hours of lectures (including exercises) and independent studying of the textbooks.

**Recommended or required reading:**

Kari-Pekka Tiitinen, Tarja Kröger: Työsopimusoikeus, Talentum Media Oy (2008).  
Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Veijo Röntynen

**ay721610A: Corporate Law and Law of Contracts (OPEN UNI), 7 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721610A Corporate Law and Law of Contracts 7.0 op

**ECTS Credits:**

7 ects.

**Language of instruction:**

Finnish.

**Timing:****Learning outcomes:**

After the course, student understands essentials of law of contracts such as contractual commitment, liabilities for damages and grounds for invalidity. The student is able to explain the origins of contracts and give an overview of the obligation commercial law and understand different types of contracts. The student is familiar with different legal acts; e.g. contract of sale and authorisation. By completing the course, student knows different forms of enterprises and principles of Companies Act.

**Contents:**

The course will focus on essentials of corporate law and law of contracts. The content of the course covers issues such as different types of corporations and contracts as well as regulations concerning entrepreneurship and industrial and commercial activity. Aim is to acquaint students with the law relating to the most common forms of business organisations especially companies and other partnerships.

**Learning activities and teaching methods:**

Lectures, case exercises and independent reading of text books.

**Recommended or required reading:**

Hoppu, Esko - Hoppu, Kari: Kauppa- ja varallisuus oikeuden pääpiirteet WSOY, 2. painos Painovuosi: 2004. Mähönen - Villa: Osakeyhtiölaki pienyhtiössä, 2007. Villa: Henkilöyhtiöt ja osakeyhtiö, 2. uudistettu painos 2002.  
Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Senior lecturer Markku Pulkkinen.

**ay721174P: Financial Risk Management (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721174P Financial Risk Management 5.0 op

**ECTS Credits:**

5 ECTS credits / 133 hours of work.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

Upon completion the student should be able to apply basic derivative securities in financial risk management.

**Contents:**

Financial risks, asset price as a random variable, forward contracts, futures contracts, swaps, options.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures 36h, self-study 93h, exam 4h .

**Target group:**

Students with a major or minor in finance.

**Prerequisites and co-requisites:**

The recommended prerequisite is the completion of 721178P Fundamentals of Corporate Finance and 721361P Investments.

**Recommended optional programme components:**

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**Recommended or required reading:**

Lecture notes; a recommended reading is Hull: Risk Management and Financial Institutions, Pearson.

Check availability from [here](#).

**Assessment methods and criteria:**

There are two intermediate exams during the course. Each of the intermediate exams can be used to replace one of the five problems in the final exam. The assessment criteria are based on the learning outcomes of the course.

**Grading:**

1-5.

**Person responsible:**

Professor Jukka Perttunen.

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

**ay721178P: Fundamentals of Corporate Finance (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721178P Fundamentals of Corporate Finance 5.0 op

**ECTS Credits:**

5 ECTS credits / 133 hours of work.

**Language of instruction:**

English.

**Timing:**

Period A.

**Learning outcomes:**

Upon successful completion of the course, the student will be able to: define the major areas of corporate finance and the primary goal of financial management; calculate cash flow from assets and its components; demonstrate an understanding of the relationship between growth and external financing requirements; apply time value of money principles in a variety of contexts; demonstrate an understanding of different types of interest rates; explain the fundamental differences between debt and equity; describe the key features of bonds; master the basics of bond valuation; apply the dividend growth model to stock valuation; evaluate investment projects using various investment appraisal techniques; recognize the trade-off between risk and return; distinguish between various types of risks; explain the logic underlying the CAPM and apply the model; calculate the cost of capital for a firm; explain the reasoning behind the Modigliani-Miller theories of capital structure and dividend policy; quantify the effects of financial leverage on firm value; explain how dividends are paid and how firms repurchase shares; and identify factors that influence dividend policy in practice.

**Contents:**

The course is an introduction to the theory and practice of financial management. The objective is to familiarize the student with the basic concepts and principles in the field of corporate finance, and to provide the student with an understanding of the key decision-making processes and tools of financial management.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures 20h, self-study 109h, exam 4h.

**Target group:**

Students with a major or minor in finance or accounting.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Ross, Westerfield & Jordan: Fundamentals of Corporate Finance (4<sup>th</sup> or later edition) / Corporate Finance Fundamentals, Irwin/McGraw-Hill; a handout prepared by the lecturers

Check availability from [here](#).

**Assessment methods and criteria:**

Students complete the course in the faculty examination. The assessment criteria are based on the learning outcomes of the course.

**Grading:**

1-5.

**Person responsible:**

Researcher Andrew Conlin and postdoctoral researcher Mirjam Lehenkari.

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

The course will also be lectured in Finnish.

## ay721361P: Investments (OPEN UNI), 5 op

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721361P Investments 5.0 op

**ECTS Credits:**

5 ECTS credits / 133 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

Upon successful completion of the course, the student will be able to: describe the most common types of securities and explain where and how they are traded; demonstrate an understanding of the conceptual foundations of modern portfolio theory; outline the benefits of diversification; distinguish between various types of risks; master the basics of portfolio optimization; derive the CAPM and discuss the implications of the model for asset pricing; describe the fundamental ideas behind the APT; compare and contrast CAPM and APT; apply CAPM and APT using single-index and multifactor models of security returns; define and explain the efficient market hypothesis (EMH); differentiate between the three forms of market efficiency; explain the implications of the EMH for investment policy; and apply dividend discount and free cash flow models and multiples to stock valuation.

**Contents:**

The course is an introduction to the fundamentals of modern investment theory. The objective of the course is to develop the student's knowledge of the types of financial instruments and of the structure and operation of security markets, and to provide the student with an understanding of the theoretical foundations and application of modern portfolio theory and equilibrium models of security prices.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures 20h, self-study 109h, exam 4h.

**Target group:**

Students with a major or minor in finance.

**Prerequisites and co-requisites:**

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**Recommended optional programme components:**

-

**Recommended or required reading:**



Bodie, Kane & Marcus: Investments (4<sup>th</sup> or later edition), Irwin/McGraw-Hill; a handout prepared by the lecturers. Check availability from [here](#).

**Grading:**

1-5.

**Person responsible:**

Postdoctoral researcher Mirjam Lehenkari.

## ay721172P: Management Accounting (OPEN UNI), 5 op

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721172P Management Accounting 5.0 op

**ECTS Credits:**

5 ect.

**Language of instruction:**

English (course is lectured separately in Finnish and in English).

**Timing:**

Period C.

**Learning outcomes:**

After passing the course, the student knows the basic cost concepts and the elements of cost accounting systems. Students are also able to apply the basic cost information in the company's decision making and explain which costs, in which circumstances should be included in these calculations.

**Contents:**

Theoretical framework for understanding cost accounting, cost concepts, cost recording, different product costing methods, cost-volume-profit analysis, using cost accounting information in decision making.

**Mode of delivery:**

-

**Learning activities and teaching methods:**

40 h lectures and exercises, independent reading of study materials.

**Target group:**

Major and minor students.

**Prerequisites and co-requisites:**

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**Recommended or required reading:**

Drury, C.: Management and cost accounting. Thomson Business Press, 5th ed. 2000 or newer. Chapters 1-14 (in 6th edition pages 3-584); Supplementary material in Finnish: Vehmanen P. & Koskinen K.: Tehokas kustannushallinta. WSOY, Ekonomia -sarja 1997 Chapters 1-2, 4-7, 9.

[Availability of course books.](#)

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

Janne Järvinen

**Working life cooperation:**

-

**Other information:**

Number of students is limited.

## ayA635101: Management, Basic Studies (OPEN UNI), 25 op

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Study module

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

A635101 Management, Basic Studies 25.0 op

Ei opintojaksokuvauksia.

*Compulsory*

**ay721513P: Human Resource Management (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721513P Human Resource Management 5.0 op

Ei opintojaksokuvauksia.

**ay721518P: Leadership and Change (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721518P Leadership and Change 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

**Learning outcomes:**

The course enables students to expand their thinking outside the present concepts and explore the area of leadership as it will impact and apply in the future to the individual, the group, the organization and an industry. After the course the student will develop an understanding for leadership abilities, attributes, skills

and principles for success in today's complex organizations, in a complex and dynamic environment. The student comprehends the dynamic interplay between leadership, organization and change, and the organizations' tension between efficiently utilizing their resources on one hand and innovating and introducing change on the other hand.

**Contents:**

This course examines organizational leadership in the context of continuous change. The course offers focal approaches to leadership and explores it systematically through interplay of theory and practical cases in a complex, changing, and unpredictable world. The main idea introduced is that the practice of effective leadership in any context requires management of multiple relationships, transactions, and even conflicts with a variety of different parties – including colleagues, customers, suppliers, competitors, and local communities.

**Mode of delivery:**

Lectures and exercises

**Learning activities and teaching methods:**

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

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Northouse, P.G. Leadership: theory and practice (Sage); Article collection; Lecture material. Check availability from [here](#).

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Antti Vähäkangas

**Working life cooperation:**

-

**ay721519P: Strategic Management (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721519P Strategic Management 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish

**Timing:**

**Learning outcomes:**

After the course students recognize the different schools of strategic management, are able to define the central concepts, can analyze the links between strategy, markets and operations of an organization and are able to develop and communicate a strategy that has clear market value.

**Contents:**

How could we model organizational change processes involving genuine uncertainties, and, at the same time, model individuals and organizations as being able to make strategic choices? The purpose of this course is twofold: First, the aim is to introduce the basic concepts, historical developments and schools of strategic management. Second, the course explores the contemporary developments in strategic thinking from the point of view of high-growth ventures.

**Mode of delivery:**

Lectures and exercises.

**Learning activities and teaching methods:**

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

**Recommended optional programme components:**

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**Recommended or required reading:**

Johnson, G., K. Scholes & R. Whittington. Exploring corporate strategy (Prentice Hall); Mintzberg, H., B. Ahlstrand & J. Lampel. Strategy safari: the complete guide through the wilds of strategic management (Prentice Hall/Financial Times); Article collection.

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and exercises

**Grading:**

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

**Person responsible:**

Antti Vähäkangas

**Other information:**

The number of students is limited.

**ay721511P: Foundations of Management (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721511P Foundations of Management 5.0 op

**ECTS Credits:**

5 ect.

**Language of instruction:**

Finnish

**Timing:****Learning outcomes:**

After the course students recognize the basic concepts, historical developments and schools of management. The course aims to develop the basic managerial capabilities of students in three ways: through developing their skills as effective learners by enabling them to analyze their learning processes and creating their own personal development plan, by ensuring that they can effectively interact with others, and through developing their skills as reflective practitioners by exploring the ways in which management theory can be used to enhance management practice.

**Contents:**

The course considers the practice of contemporary management and the ways in which management has evolved. The intention is to develop understanding of the challenges facing today's managers by introducing the historical developments of management thinking, a range of essential concepts and to equip the student with the skills to think critically and creatively about management.

**Mode of delivery:**

Lectures and exercises

**Learning activities and teaching methods:**

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

**Prerequisites and co-requisites:**

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**Recommended optional programme components:**

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**Recommended or required reading:**

Clegg, S., M. Kornberger & T. Pitsis (2008). Managing and organizations. An introduction to theory and practice. Sage, London; Article collection.

Check availability from [here](#).

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Antti Vähäkangas

**Working life cooperation:**

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**ay721554P: Strategizing Practices (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721554A Strategizing Practices 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish

**Timing:**

**Learning outcomes:**

The main objectives are that after the course, the 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.

**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:**

Lectures and exercises.

**Learning activities and teaching methods:**

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

**Recommended or required reading:**

Whittington, R. What is strategy? And does it matter (Thomson); Michaud, C. & J.-C. Theonig. Making strategy and organization compatible (Palgrave Macmillan); Article collection. Check availability from [here](#).

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Antti Vähäkangas

**ayA631301: Marketing, Basic Studies (OPEN UNI), 25 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Study module

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

A631301 Marketing, Basic Studies 25.0 op

Ei opintojaksokuvauksia.

*Compulsory*

**ay721704P: Business Logistics (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721704P Business Logistics 5.0 op

**ECTS Credits:**

5 ECTS credits / 133 hours of work.

**Language of instruction:**

Finnish

**Timing:**

**Learning outcomes:**

The student recognizes how logistics contributes to business competitiveness and is able to specify central planning principles in logistics management. The student can describe interdependencies between logistics activities and can solve basic problems in materials management and inventory control.

**Contents:**

Topics include logistics tradeoffs, logistics service level, transport and inventory management, logistics performance, basic production planning and order scheduling, just-in-time logistics, and green logistics.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (30 h), including basic calculations and exercises in class. Independent reading of course literature (73 h) and self-study of calculation problems (30 h).

**Prerequisites and co-requisites:**

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**Recommended or required reading:**

Jonsson, P. (2008), Logistics and Supply Chain Management, McGraw-Hill, and supplementary study material in OPTIMA.

Check availability from [here](#).

**Assessment methods and criteria:**

Exam (course book, lectures, basic calculation problems).

**Grading:**

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

**Person responsible:**

Professor Jari Juga.

**ay721419P: Consumer Behavior (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen oppimateriaali:**

**Assael, Henry** , , 1995

**Solomon, Michael R.** , , 2004

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period D.

**Learning outcomes:**

After having passed this course, students will have an overall picture of the consumer decision making process and an understanding of the factors affecting consumer decision making. In addition, students are able to combine these factors both in theory and in practice.

**Contents:**

Consumer decision making; the individual consumer, environmental influences to consumer decision making, marketing strategies connected with individual and group behaviour.

**Learning activities and teaching methods:**

24 h lectures, assignment and independent reading of the textbooks.

**Recommended or required reading:**

Assael, H.: Consumer Behavior & Marketing Action, 4th ed. 1992 (or newer), OR Solomon, M.R.: Consumer Behavior. Buying, having, being, 5th ed. (or newer) and material provided by lecturer.

Check availability from [here](#).

**Assessment methods and criteria:**

Lecture and literature examination and written assignment.

**Grading:**

1-5.

**Person responsible:**

N.N.

**Other information:**

The number of students is limited.

**ay721412P: Product and Market Strategies (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721412P Product and Market Strategies 5.0 op

**ECTS Credits:**

5 ects.



**Language of instruction:**

Finnish.

**Timing:****Learning outcomes:**

After having passed this course, students are able to identify the concepts and tools linked to product and market strategies. The course improves students' ability to evaluate different product and market situations among industries and propose solutions to strategic product/market decisions. Furthermore, students is able to explain the content and stages of marketing management process.

**Contents:**

1) Analyzing marketing opportunities, 2) Market segmentation, targeting and positioning, 3) Developing marketing strategies 4) Planning marketing programs

**Learning activities and teaching methods:**

25 h lectures, case exercises, group discussions and independent reading of the textbooks

**Recommended or required reading:**

Porter, M.E.: Competitive Advantage (1985); Kotler, P. & Keller, K.: Marketing Management. (2006 or newer) and other material named by the lecturer.

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures, literature examination and case exercise.

**Grading:**

1-5.

**Person responsible:**

Doctoral student Ilkka Ojansivu.

**ay721409P: Principles of Marketing (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721409P Principles of Marketing 5.0 op

**ECTS Credits:**

5 ect.

**Language of instruction:**

Finnish.

**Timing:****Learning outcomes:**

Upon the completion of this course, the students will have a general view of the background of academic marketing education and research; as well as understands the nature of marketing discipline. After the course, students will have knowledge about exchange in world history and understand the effects of industrialization to marketing science and practice. They will identify the connections between marketing and business economics and have acquired knowledge about business schools and their importance to business management. In addition, students will recognize the core concepts of marketing.

**Contents:**

The role of marketing education and research in business schools, definition and phenomena's of marketing, the history of marketing, marketing as a part of business management, core concepts of marketing, marketing as a practice and science.

**Learning activities and teaching methods:**

25 hours of lectures and independent reading of the textbooks.

**Recommended or required reading:**

Gummesson, E.: Suhdemarkkinointi: 4P.stä 30R:ään. Kauppakaari Oy. 1997.  
Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and literature examination.

**Grading:**

1-5.

**Person responsible:**

KTT Annu Ristola

**ay721424P: Business to Business Marketing (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2012 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721424P Business to Business Marketing 5.0 op

**ECTS Credits:**

5 ECTS credits/ 133 hours of work.

**Language of instruction:**

Finnish

**Timing:**

**Learning outcomes:**

After having passed this course, students are able to compare business-to-business marketing and consumer marketing and to apply principles of organizational buying behavior in their work. In addition, students will have an ability to assess and communicate relevant issues in the strategy formation in

business-to-business environment and an ability to evaluate and explain strategic and operational challenges related to distribution choices. These capabilities are shown by applying theoretical issues to the real-life case organization in the group work and by explaining relevant issues in the exam.

**Contents:**

1) Characteristics of Business-to-Business marketing and value creation; 2) understanding organizational buying behavior; 3) current trends in business-to-business markets and collaboration; 4) relationships and networks in industrial markets; 5) assessing marketing opportunities and strategies and 6) distribution in industrial context.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

During the period D there will be 24 h lectures including discussions, group works and mini-cases. Theoretical issues learnt during the lectures and from the course book will be applied to the real-life case organization in three different phases (50 hours). The final exam will include all parts of the course: Lectures, literature and group work (59 hours).

**Recommended or required reading:**

Anderson, J.C. & Narus J.A.: Business Market Management. Understanding, Creating, and Delivering Value. 2nd edition, 2004. Exact chapters for the exam will be announced during the lectures. Check availability from [here](#).

**Assessment methods and criteria:**

An exam after lecture period and group works at three stages during the lectures.

**Grading:**

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

**Person responsible:**

Assistant professor Satu Nätti.