

# Opasraportti

## Open University - Economic Sciences (2013 - 2014)

### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

ay723001A: Additional Courses in International Business (OPEN UNI), 5 op  
 ay721704P: Business Logistics (OPEN UNI), 5 op  
 ay721424P: Business to Business Marketing (OPEN UNI), 5 op  
 ay721419P: Consumer Behavior (OPEN UNI), 5 op  
 ay721610A: Corporate Law and Law of Contracts (OPEN UNI), 7 op  
 ayA635001: Corporate Law, Basic Studies (OPEN UNI), 25 - 28 op  
 ay721210P: Economics for Business (OPEN UNI), 5 op  
 ay721511P: Foundations of Management (OPEN UNI), 5 op  
 ay721513P: Human Resource Management (OPEN UNI), 5 op  
 ay721614A: Labour Law (OPEN UNI), 7 op  
 ay721518P: Leadership and Change (OPEN UNI), 5 op  
 ay721172P: Management Accounting (OPEN UNI), 5 op  
 ayA635101: Management, Basic Studies (OPEN UNI), 25 op  
 ay721420A: Marketing Legislation (OPEN UNI), 7 op  
 ayA631301: Marketing, Basic Studies (OPEN UNI), 25 op  
 ay721409P: Principles of Marketing (OPEN UNI), 5 op  
 ay721412P: Product and Market Strategies (OPEN UNI), 5 op  
 ay721519P: Strategic Management (OPEN UNI), 5 op  
 ay721554P: Strategizing Practices (OPEN UNI), 5 op  
 ay721611A: Tax Law (OPEN UNI), 7 op  
 ay721237P: Urban and Regional Economics and Policy (OPEN UNI), 5 op

### Opintojaksojen kuvaukset

#### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**ay723001A: Additional Courses in International Business (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2013 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu

**Opintokohteen kielet:** English

**Leikkaavuudet:**

723001A Additional Courses in International Business, Intermediate Level 0.0 op

**ECTS Credits:**

2-5 ects.

**Language of instruction:**

English.

**Timing:**

Free.

**Learning outcomes:**

Varies depending on the mode of completion. If an independent assignment is agreed on the student will be able to summarize and integrate the acquired knowledge on a chosen international business topic.

**Contents:**

Contents will be agreed on individually. The course may consist of relevant studies completed in other faculties or universities.

**Mode of delivery:**

Individual work supervised by the professor or taken, for example, on exchange period.

**Learning activities and teaching methods:**

To be agreed with the professor.

**Target group:**

Students of International business.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

To be agreed on with the professor.

**Assessment methods and criteria:**

Individual written report or course transferred from an exchange period.

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

**Grading:**

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

**Person responsible:**

Professor of International Business.

**Working life cooperation:**

-

**Other information:**

-

## 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:**

-

**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).

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

**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.

**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.

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

**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.

## 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 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.

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

**Grading:**

1-5.

**Person responsible:**

N.N.

**Other information:**

The number of students is limited.

## 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.

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

**Grading:**

1-5.

**Person responsible:**

Senior lecturer Markku Pulkkinen.

**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.

**ay721210P: Economics for Business (OPEN UNI), 5 op****Voimassaolo:** 01.08.2013 -**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Open University, Oulu**Arvostelu:** 1 - 5, pass, fail**Opetus suunnattu:** Open University, Oulu**Opintokohteen kielet:** Finnish**Leikkaavuudet:**

721210P Economics for Business 5.0 op

**ECTS Credits:**

5 ects, course is designed for students with a minor subject in Economics.

**Language of instruction:**

Finnish.

**Timing:**

Period A.

**Learning outcomes:**

After completing the course, the student can describe how firms, consumers and government interact in markets and how the economy as a whole operates. In addition, the student can apply the principles of economic way of thinking. These principles can be used to examine e.g. consumers' consumption decisions, firm's production decisions or the behavior of the aggregate market.

**Contents:**

Market mechanism: price formation, importance of prices in directing the economic resources, role of consumers, firms and public authority in market economy. The course covers all of the major principles of economics, but its focus is on applying these economic principles to the real world of business.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

30 hours of lectures and individual reading of the literature.

**Target group:**

Students with a minor subject in Economics.

**Prerequisites and co-requisites:**

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**Recommended optional programme components:**

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**Recommended or required reading:**

Begg, D. & Ward, D.: Economics for Business 3. ed., McGraw-Hill Education (2009) and other material given in class.

Check availability from [here](#).

**Assessment methods and criteria:**

Exam

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

**Grading:**

1-5.

**Person responsible:**

Lecturer in Economics.

**Working life cooperation:**

-

**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:**

-

**Recommended optional programme components:**

-

**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.

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

**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:**

-

## 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

**ECTS Credits:**

5 ect.

**Language of instruction:**

Finnish

**Learning outcomes:**

**Tavoitteet:** Kurssi tarjoaa kokonaisvaltaisen käsityksen inhimillisten voimavarojen merkityksestä organisaation toiminnassa. Kurssilla käsitellään leadership- johtamisen perusteita, menetelmiä ja vaikutuksia nykyaikaisen organisaation puitteissa. Kurssilla tarkastellaan myös henkilöstöresurssien suunnittelua ja henkilöstön kehittämistä työhyvinvoinnin näkökulmasta.

**Contents:**

**Sisältö:** Kurssilla tutustutaan erilaisiin henkilöstöjohtamisen menetelmiin operatiivisen ja strategisen näkemyksen puitteissa. Myös yksilöiden käyttäytyminen organisaatiossa, erilaiset ihmisten johtamisteoriat ja – tyylit sekä johtamisen ihmiskäsityksen kehittyminen käsitellään kurssilla.

**Learning activities and teaching methods:**

Luennot ja harjoitustyö

**Recommended or required reading:**

Karen Legge: Human Resource Management; Luentomoniste: Henkilöstövoimavarojen johtaminen

**Grading:**

1-5.

**Person responsible:**

Antti Vähäkangas

## 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 ect.

**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: Työsopimus oikeus, Talentum Media Oy (2008).

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and literature examination.

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

**Grading:**

1-5.

**Person responsible:**

Veijo Röntynen

## 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 ect.

**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.

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

**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:**

-

**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:**

-

**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.

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

**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.

## 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 ect.

**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.

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

**Grading:**

1-5.

**Person responsible:**

Veijo Röntynen

**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.

**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 ects.

**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.

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

**Grading:**

1-5.

**Person responsible:**

KTT Annu Ristola

**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.

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

**Grading:**

1-5.

**Person responsible:**

Doctoral student Ilkka Ojansivu.

**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

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

**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.

**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.

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

**Grading:**

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

**Person responsible:**

Antti Vähäkangas

**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 ect.

**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.

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

**Grading:**

1-5.

**Person responsible:**

Senior lecturer Markku Pulkkinen.

**ay721237P: Urban and Regional Economics and Policy (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2013 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Open University, Oulu

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

**Opetus suunnattu:** Open University, Oulu



**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721237P Urban and Regional Economics and Policy 5.0 op

**ECTS Credits:**

5 ects.

**Language of instruction:**

Finnish.

**Timing:**

Period C (1<sup>st</sup> year).

**Learning outcomes:**

The aim of the course is to familiarize students with understanding and analyzing the decisions made in micro level and their effects of to the macro level phenomena in cities and regions. Students will come to understand the broad range of relationships between economics and geography.

**Contents:**

Essential features of classical models of location, growth theories and theoretical 'New Economics Geography' research. Agglomeration of economic activity and polarization of regional growth. Analysis of some essential features of spatial labour markets and interregional immigration flows. Regional output-input analysis. The nature of urban and regional economic policy .

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

22 hours of lectures, two written essays, and independent studying

**Target group:**

Students in Economics and interested in Urban and Regional Economics and Policy.

**Prerequisites and co-requisites:**

Principles of Economics (721211P) or Economics for Business (721210P) is recommended.

**Recommended optional programme components:**

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**Recommended or required reading:**

McCann, P.: Urban and Regional Economics. New York: Oxford University Press.2001; Armstrong, H. & Taylor, J.: Regional Economics and Policy, 3<sup>rd</sup> ed. Oxford: Blackwell. 2000. (to the appropriate extent). Other material to be shared on lectures.

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and a literature examination, two written essays, voluntary presentation, voluntary home-essay as part of the literature examination.

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

**Grading:**

1-5.

**Person responsible:**

D.Sc. Jaakko Simonen, Postdoctoral Researcher, Academy of Finland.

**Working life cooperation:**

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**Other information:**

The number of students is limited.