

Opasraportti

Open University - Business, administration and law (2021 - 2022)

Studying in the Open University

Open University offers courses in six fields of the faculties of the University of Oulu and the Language Centre of the University of

Oulu. You may complete basic and intermediate studies as well as language and communication studies. The instruction in line with the basic instruction offered to degree students at the University of Oulu in terms of quality, content, and learning outcomes. The Open University provides the chance to study regardless of your age or prior education.

To get the Open University study right you must register to the course/module and pay the tuition fees. Please note that study right may be longer than the time required to take the course. Informations about study right and time limitations can be found from WebOodi.

Completing entire degrees at the Open University is not possible. You may only complete parts of a degree that may later be included in your university degree if you are accepted into a university as a basic degree student.

The information about the courses, timetables and registration can be found from <https://www oulu.fi/joy/>

For more information please contact avoin.yliopisto@oulu.fi

The Open University reserve the right to make changes.

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

ay724820P: Boost to Entrepreneurship (OPEN UNI), 2 op

ay724610P: Contract and Company Law (OPEN UNI), 5 op

ay724853A: Distribution and retail management (OPEN UNI), 5 op

ayA633707: Economics and Business Administration, Basic Minor Studies (OPEN UNI), 25 op

e

ay724105P: Management Accounting (OPEN UNI), 5 op

ay724110P: Introductory Economics (OPEN UNI), 5 op

ay724102P: Management and Organizations (OPEN UNI), 5 op

ay724104P: Bookkeeping and Financial Reporting (OPEN UNI), 5 op

ay724106P: Principles of Marketing (OPEN UNI), 5 op

ay724108P: Financial Markets (OPEN UNI), 5 op

ay724111P: Finnish Economy and Economic Policy (OPEN UNI), 5 op

ay724103P: Strategic Management (OPEN UNI), 5 op

ay724113P: Brand Marketing (OPEN UNI), 5 op

ay724201A: Internationalization (OPEN UNI), 5 op

ay724202A: Managing Multinationals (OPEN UNI), 5 op

ayA635802: Micro-entrepreneurship (OPEN UNI), 25 - 30 op

Compulsory

ay724840P: Introduction to Micro-entrepreneurship and Business in Micro-enterprises (OPEN UNI), 5 op

ay724845P: Micro-enterprises in Changing Operating Environments (OPEN UNI), 5 op
 ay724847P: Digital sales and marketing in micro-enterprises (OPEN UNI), 5 op
 ay724841P: Agile Management Practices in Micro-enterprises (OPEN UNI), 5 op
 ay724846P: Growth management and networks in micro-enterprises (OPEN UNI), 5 op
 ay724844P: Competencies and Profitability in Micro-enterprises (OPEN UNI), 5 op
 ay724848P: Recognize your potential and discover your personal path (OPEN UNI), 2 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

ay724820P: Boost to Entrepreneurship (OPEN UNI), 2 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Sari Perätalo

Opintokohteen kielet: Finnish

Leikkaavuudet:

724820P Boost to Entrepreneurship 2.0 op

ECTS Credits:

2 ECTS

Language of instruction:

Finnish and English

Learning outcomes:

Upon the completion of the course student:

- understand the basic concepts of entrepreneurship
- is able to perceive the business environment with its potential
- is able to assemble, structure and evaluate a business idea
- is familiar with company -, and business development procedures, tools, and networks
- knows the principles of responsible business
- can search for information and make presentations on entrepreneurship and business
- identify their own working capacity and strengths
- recognize the potential for entrepreneurship in themselves, in their contexts and in their environment

Contents:

Pre-recorded online lectures, self-study and group work, altogether 54 hours.

Mode of delivery:

Online course

Learning activities and teaching methods:

The basics of entrepreneurship including identifying your own know-how, brainstorming and evaluating ideas, selling, starting a new business, business model, and responsible entrepreneurship.

Target group:

High school students, open university students.

Recommended or required reading:

Articles and course-specific material will be provided during the course.

Assessment methods and criteria:

Passing the course requires the successful completion of all the given assignments.

Grading:

The course utilizes verbal grading scale “pass/fail”.

Person responsible:

Sari Perätalo

Working life cooperation:

During the course, students learn to identify their own working life skills and strengths and to discover opportunities for entrepreneurship and business within themselves and their environment.

Other information:

The course Boosting Entrepreneurship is substitutable as a part of the course 724815P Entrepreneurial Assignment (5 op).

ay724610P: Contract and Company Law (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Leikkaavuudet:

724610P Contract and Company Law 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Learning outcomes:

The course gives readiness to cope with different types of agreements. The student should be able to explain the origins of contracts and give an overview of the obligation commercial law and understand different types of contracts. To acquaint students with the law relating to the most common forms of business organizations especially companies and other partnerships.

Contents:

The “meeting of minds” in negotiations. The main content is the role contracts in business and what special risks should be limited and avoid. Common forms of business organizations.

Mode of delivery:

Online teaching. The study module is carried out in Moodle learning environment.

Learning activities and teaching methods:

Lectures and exercise lectures (20+12 h), case exercises, independent work (10 h), independent studying of the teaching material (33 h), independent studying of the textbooks (50 h). Exam (4 h).

Target group:

Students of open university, minor students

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

Hoppu, Esko - Hoppu, Kari: *Kauppa- ja varallisuus oikeuden pääpiirteet* WSOY, 13. painos Painovuosi: 2011 tai uudempi.

Mähönen - Villa: *Osakeyhtiöoikeus käytännössä*, 2013 tai uudempi

Assessment methods and criteria:

Lectures and case groups and independent studying of the textbooks.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

ay724853A: Distribution and retail management (OPEN UNI), 5 op

Voimassaolo: 01.08.2021 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724853A Distribution and retail management 5.0 op

ayA633707: Economics and Business Administration, Basic Minor Studies (OPEN UNI), 25 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

A633707 Economics and Business Administration, Basic Minor Studies 25.0 op

e

ay724105P: Management Accounting (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724105P Management Accounting 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

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 should be included in these calculations under different circumstances.

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:

Contact teaching

Learning activities and teaching methods:

20 h lectures, 16 h exercises and independent reading of study materials (97 hours).

Target group:

Students of open university, OBS minor students

Recommended optional programme components:

This course is part of basic minor studies in Economics and Business Administration.

Recommended or required reading:

[Drury, C.: Management and cost accounting, 7th or 8th ed. Cengage Learning EMEA. Chapters 1-11 \(8th ed.\);](#)

Supplementary material:

[Järvenpää, M.- Lämsiluoto, A - Partanen, V. – Pellinen, J.: Talousohjaus ja kustannuslaskenta, WSOYpro, chapters 1-8.](#)

Assessment methods and criteria:

Lectures and literature examination.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

Marjo Väisänen

Working life cooperation:

Understanding of management accounting systems is typically an important part of work for graduates in economics and business administration and an essential part of occupations like management accountant or controller.

ay724110P: Introductory Economics (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724110P Introductory Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Learning outcomes:

After the course the students:

- (i) understand basic concepts of economics and fundamentals of economic theory
- (ii) are able to explain allocation of resources and formation of prices in a market economy
- (iii) know how the macroeconomy functions in the long and short run
- (iv) know how economic policy affects the Finnish and European economies

Contents:

The course introduces the ways that economists use to describe phenomena:

- basic principles and ways of thinking in economics
- opportunity cost, exchange and comparative advantage
- market equilibrium, demand and supply

- how market economy functions
- role of government in market economy
- measurement and functioning of aggregate economy
- business cycles
- economic growth

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 hours of lectures including exercises and mid-term exams. Independent study. Mid-term exams or final exam.

Target group:

Students of open university, OBS minor students

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

Material posted at the webpage.

Textbook: [Acemoglu, D., Laibson D. and List, J.A., Economics, 2015](#)

and extra readings: [Timothy Taylor, The Instant Economist. Everything You Need to Know About How the Economy Works. 2012. A Plume Book \(Penguin\), New York NY.](#)

Robert P. Murphy, Lessons for the Young Economist. Ludwig von Mises Institute 2010; http://mises.org/books/lessons_for_the_young_economist_murphy.pdf

Assessment methods and criteria:

Final Exam.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

Matti Koivuranta

Working life cooperation:

Course deals with principles of economics which can be applied in business decisions and strategic thinking. After the course the student understands how firms, consumers and government affect each other in the markets and, from business perspective, how the economy in aggregate functions.

ay724102P: Management and Organizations (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724102P Management and Organizations 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Learning outcomes:

Upon completion of the course, the student will be able to distinguish the concepts related to organization, organizing as well as managerial and entrepreneurial work. This understanding helps the student's ability to

identify organizational processes in everyday work-life interventions and to list the possible change factors within a chosen organization. The student is also able to identify different kinds of organizations and can define the different principles of management styles. The student is able to understand various ongoing functions within organizations and their requirements for the organizations' management. The student understands the role of organizational development and learns to register the most essential challenges of management in the current organizations.

Contents:

The course covers the topics and questions of organizations and management, human organizing and processes as well as change management. The premises of the course are the traditional management schools of thought (scientific management, human relations school of thought, Hawthorne-studies, etc.) that the course goes through thoroughly. The course builds the newest questions of organizational theoretical approaches (change, processuality, etc.) on this understanding. In the course the students are introduced with the development of organizations and management, by presenting different organization types and management styles as well as the ways how those issues affect organization functioning.

Mode of delivery:

lectures, visiting lecturers, case-practices and group works.

Learning activities and teaching methods:

lectures (36 hours, including case-practices and group work of 9 hours), reading the course material (45 hours), preparation for the exam (52 hours).

Recommended or required reading:

Gareth Morgan (1997 tai uudempi). [Images of organization](#). London: Sage Publications.
 Hannele Seeck (2012 tai uudempi). [Johtamisopit Suomessa](#). Helsinki: Gaudeamus.
 Luentomateriaali.

Assessment methods and criteria:

Written exam of lectures and literature.

Grading:

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

Person responsible:

Vesa Puhakka

ay724104P: Bookkeeping and Financial Reporting (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Huikari, Juha Antti

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Summer 2021

Learning outcomes:

After the course completion the student will be able to handle the main principles of double-entry bookkeeping. In addition, student is able to recognize the most common - in practice used - solutions, which are related in using the principles of bookkeeping and financial reporting. Student can also contextually define the essential items of the financial statements.

Contents:

The different accounts of the current record of accounting, booking the value added tax, payment of wages and booking the equity and current liabilities will be discussed. Financial reporting -part of the course comprises accrual accounting, depreciations, provisions, accrual concept of income taxes and assessing the asset items and capital instalments.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

20 h lectures, 40 h exercises and 73 h self-study

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

[Ihantola & Leppänen: Yrityksen kirjanpito - perusteet ja sovellusharjoitukset. \(Latest edition\).](#)

Other material announced during the lectures.

Assessment methods and criteria:

Examination based on lectures, exercises and course literature.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

University Teacher Juha Huikari.

Working life cooperation:

The content of the course is directly applicable into working life. After the course completion student understands the essential relations between bookkeeping and financial statement and the formation of income statement and balance sheet (FAS=Finnish accounting standards).

ay724106P: Principles of Marketing (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Satu Nätti

Opintokohteen kielet: Finnish

Leikkaavuudet:

724106P Principles of Marketing 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS

Language of instruction:

Finnish

Timing:

Summer 2021

Learning outcomes:

Upon completion of this course, students are able to define the role of marketing in the organization, likewise define basic concepts of marketing related to strategic perspectives, consumer behavior, sustainable marketing, B-to-B marketing, modern marketing communications and marketing channels /networks. After completing this course, the student is able to differentiate variety of marketing logics in variety of contexts (for example, differences between consumer marketing and B-to-B marketing). The

student is able to use concepts of marketing to aid decision making and evaluate the suitability of these decisions from customer viewpoint.

Contents:

During the course, following themes will be discussed: 1) Basic concepts and phenomena: e.g., value creation in customer relationships and marketing in different contexts, 2) Strategic tools of marketing and latest trends 3) Basics of consumer behavior, 4) Marketing and sustainable development, 5) B-to-B marketing and sales, 6) marketing communications and digital marketing, 7) Distribution channels and networks.

Mode of delivery:

Remote teaching

Learning activities and teaching methods:

To pass this course student should do weekly tasks and final exam following given instructions.

Target group:

Students of open university, OBS minor students

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

Kotler, P & Armstrong, G. (2013), *Principles of marketing*, 15th ed. or later editions. All the other shared material.

Assessment methods and criteria:

1) Weekly tasks and 2) individual exam

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

Eija-Liisa Heikka (Prof. Satu Nätti)

Working life cooperation:

Upon completion of this course, the student recognizes the meaning of customer-orientation in organizations and in one's individual actions and professional development. Group work enables wide view on organization entity and activities, likewise, understanding of the link between decision making, customer experience and consequent profitability of organization.

ay724108P: Financial Markets (OPEN UNI), 5 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724108P Financial Markets 5.0 op

ECTS Credits:

5 credits

Language of instruction:

Finnish

Learning outcomes:

The course is an introduction to the role and functions of financial markets and institutions. Upon successful completion of the course, the student will be able to describe the basic structure and operational principles of financial markets and to identify different types of financial instruments and their characteristics.

Contents:

- 1) the role of financial markets and institutions in the economy,
- 2) main types of financial assets, their properties, and basics of pricing,
- 3) stock markets, bond markets, markets for bank obligations, treasury securities markets, derivative markets, mutual funds, private equity

Mode of delivery:

Distance learning

Learning activities and teaching methods:

Lectures (36 h), self-study (94 h), exam (3h)

Target group:

Students of open university, OBS minor students

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

[Pilbeam: Finance & Financial Markets \(3rd edition\), Palgrave Macmillan](#)

Other material announced during the lectures

Assessment methods and criteria:

Electronic exam

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

Mirjam Lehenkari

ay724111P: Finnish Economy and Economic Policy (OPEN UNI), 5 op

Voimassaolo: 01.08.2016 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724111P Finnish Economy and Economic Policy 5.0 op

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Learning outcomes:

After the course the student is capable of outlining the economic history of Finland, to describe the position of Finland in the global economy and to evaluate the challenges of the Finnish economy now and the future. In addition, the student can describe the main features of the different areas in the Finnish economy.

Contents:

The course provides an overview of the Finnish economy and economic history, its current state and future development. The course deals with the activities of the Finnish economy and development, such as globalization, regional economy and general economic policy.

Lectures will include the following themes

1. The long term development of Finnish economy
2. Productivity and economic growth
3. Globalisation and Finland
4. Public economics and challenges of welfare state

5. Regional development and regional policy in Finland
6. Labour markets and labour mobility

Mode of delivery:

Distance teaching

Learning activities and teaching methods:

Lectures, reading the course literature, exam

Target group:

Students of open university, OBS minor students

Recommended optional programme components:

This course is part of OBS open university route.

Recommended or required reading:

Announced by the lecturer.

Assessment methods and criteria:

Written assignments, exam.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

ay724103P: Strategic Management (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Anniina Rantakari, Sari Laari-Salmela

Opintokohteen kielet: Finnish

Leikkaavuudet:

724103P Strategic Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Learning outcomes:

Upon completion of the course the student understands the historical developments of strategic management through different schools of thought. Also, the student recognizes the role of different schools of thought in organizational strategy-making. The student knows the central concepts of strategic management and is able to analyze the relations between organizational strategy and operations. Consequently, the student is able to construct and justify a coherent view on strategy and strategic management by drawing upon the course material.

Contents:

During the course, we

- (1) go through the basic concepts, historical developments and schools of strategic management.
- (2) discuss the contemporary issues in strategic management.

Mode of delivery:

Online course

Target group:

University and Open University Students

Prerequisites and co-requisites:

It is recommended that ay724102P Leadership and Organizations 5 ECTS is completed.

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.

Haastatteluvideot.

Assessment methods and criteria:

Assessment will be based on group assignment and individual assignments based on the criteria presented during the course.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Person responsible:

Post-doc researcher Anniina Rantakari, Doctoral student Kaisa Vaviolahti

Working life cooperation:

The course develops abilities in reflective and critical thinking and writing. These skills form the core in strategic thinking. Making learning and thinking visible enables the activities of both oneself and the organization to be examined critically and developed.

Other information:

The course is part of the Bachelor of Science degree (Economics and business administration) basic studies 60 cp.

ay724113P: Brand Marketing (OPEN UNI), 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724113P Brand Marketing 5.0 op

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Learning outcomes:

Upon completion this course, the student knows basics of brand marketing. The student is able to identify different target groups of brand marketing, the focus being on consumer markets. The student is able to argue brand management actions and is able to analyze brand communications. The student understands the strategic meaning of brands for organisations and knows the basics of brand communications process within changing media landscape.

Contents:

The basic concepts related to brands, brand management from stakeholder perspective, modern brand communications, its tools and platforms, development of consumer's brand experience in different touchpoints.

Mode of delivery:

Online course

Learning activities and teaching methods:

Home assignments related to course material in the digital learning space, studying related literature (50 h), case-exercises (40 h), final assignment determined by the teacher in the digital learning space including preparation (43 h).

Target group:

Students of open university, minor students

Recommended or required reading:

The literature assigned by the teacher.

Assessment methods and criteria:

Assigned course exercises and final assignment.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Working life cooperation:

Case-exercises can be linked to real-life brand cases.

Other information:

The course is part of the Bachelor of Science degree (Economics and business administration) basic studies 60 cp.

ay724201A: Internationalization (OPEN UNI), 5 op

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: English

Leikkaavuudet:

724201A Internationalization 5.0 op

ECTS Credits:

5 credits

Language of instruction:

English

Learning outcomes:

Upon completion of the course, the students understand what international business context is, and know the key drivers of internationalization and globalization. The students are able to recognize and describe different international operation modes. The students are able to compare and evaluate the foreign operation modes in specific decision-making situations for both multinational enterprises and small & medium sized enterprises.

Contents:

Following themes are covered in the course

- (1) Introduction to the course: What, Why, How and Where of Internationalization: An Overview of Globalization ,
- (2) Regional Integration, Trading Blocs and Internationalization: Focus on European Union,
- (3) Internationalization of Industries and Service Sector,
- (4) Internationalization: Rules of the Game,
- (5) Internationalization Decision Making Process and Operation Modes,
- (6) Exporting and Licensing,
- (7) Franchising, and Management Contracts,
- (8) Contract Manufacturing, Project operation mode and Strategic Alliances,
- (9) Greenfield Investments and Acquisitions,
- (10) Operation Mode Combination and Changes.

Mode of delivery:

Online course

Learning activities and teaching methods:

The course is based on self-learning by the students based on the slides with detailed information, video links as well as relevant audio insights uploaded by the lecturer. Along with these, the students are recommended to read the course textbooks and relevant articles to enhance their learning.

Target group:

University and Open University Students

Recommended or required reading:

- Course Slides
- Welch, L, Benito, G & S Petersen, B. (2018). *Foreign Operation Methods. Theory, analysis, strategy*. Edward Elgar Publishing Ltd. Cheltenham. 2nd Ed.
- Dicken, P. (2015). *Global Shift: mapping the changing contours of the world economy*, 7th Edition. Sage.
- Relevant academic articles

Assessment methods and criteria:

3000 words individually written assignment on international operation mode(s) choice.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for fail.

Person responsible:

Ahmad Arslan and Samppa Kamara (Teaching Assistant)

Working life cooperation:**ay724202A: Managing Multinationals (OPEN UNI), 5 op**

Voimassaolo: 01.08.2019 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: English

Leikkaavuudet:

724202A Managing Multinationals 5.0 op

ECTS Credits:

5 credits

Language of instruction:

English

Learning outcomes:

Upon completion of the course, the student is able to understand different perspectives on multinational enterprises (MNEs) and recognize why MNEs exist, how they compete, and what is their impact on society. The student is able to analyze the role of cross-cultural management in MNEs as well as the differences between global and local context. The student pays attention to the diversified nature of MNEs and understands MNEs as networks. The student identifies ethical issues and corporate responsibility in MNEs.

Contents:

Managing Multinationals provides different theoretical perspectives on multinational enterprises (MNEs) and helps recognizing why MNEs exist, how they compete, and what their impact on society is. The course covers the following themes:

- 1) MNEs as actors in global economy,
- 2) Different perspectives to MNEs,
- 3) Changing MNEs (e.g. joint ventures, alliances, mergers and acquisitions),
- 4) Headquarter and subsidiary relationships,
- 5) MNEs as networks,
- 6) Cross-cultural management in MNEs and
- 7) MNEs in society.

Mode of delivery:

Online teaching.

Learning activities and teaching methods:

Reading packages, learning videos, questionnaires, essays.

Target group:

University and Open University Students

Prerequisites and co-requisites:

Basic studies in business.

Recommended or required reading:

[Forsgren, Mats \(2008\). Theories of the Multinational Firm;](#)

Article collection and lecture material provided in the course.

Assessment methods and criteria:

Assessment will be at two stages. The group works conducted related to each theme during the course will determine 1/3 of the grade and the final exam 2/3 of the grade. The assessment of the course unit is based on the learning outcomes of the course unit.

Grading:

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

Person responsible:

Lauri Haapanen ja Jan Hermes

Working life cooperation:

This course covers topics that students will face when being employed in multinational enterprise. Themes are illustrated using real-life cases, course also has several visitors from local MNEs providing with an insight how the topics emerge in practice. Headquarters-subsidiary game allows students to learn how decisions are made in MNEs.

ayA635802: Micro-entrepreneurship (OPEN UNI), 25 - 30 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

A635802 Micro-entrepreneurship 25.0 op

Compulsory

ay724840P: Introduction to Micro-entrepreneurship and Business in Micro-enterprises (OPEN UNI), 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724840P Introduction to Micro-entrepreneurship and Business in Micro-enterprises 5.0 op

ECTS Credits:

5 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After the course, the student will:

- Understand the economic and society impact as well as the characteristics of management and renewal of micro-enterprises
- Understand the connections between entrepreneurial competence, work ability and productivity and apply health promotion recommendations based on characteristics of work and occupation
- Understand the phases of entrepreneurial process and analyze the business cases through them

- Understand the central elements of micro-enterprise businesses and financial management and apply them in business development
- Understand the central financial concepts and apply them for price-setting and profitable business
- Be able to analyse the key entrepreneurial competences and apply them to promote business anticipation and resilience
- Be able to make and renew business plan (sales and marketing part of business plan is included in the course Digital sales and marketing in micro-enterprises, 5ECTS)

Contents:

Characteristics on micro-enterprise management and growth as well as the economic, society and social impact of microentrepreneurship.

Sustainable business management and renewal.

Financial management and key financial concepts. Basics of price-setting and platform economy. Elements of business plan.

Associations between entrepreneurial competences, work ability and productivity and health promotion recommendations for small companies. Practical examples and evidence-based research findings in the microentrepreneurship context.

Mode of delivery:

Online course on Moodle platform.

Learning activities and teaching methods:

Individual project tasks on the participants' existing or a case company (business plan). Online discussions and peer review.

Target group:

In addition to micro-entrepreneurs, people who are interested in and plan entrepreneurship, employees of business advisor services.

Prerequisites and co-requisites:

The course is an independent entity and its completion does not require other studies. The course is part of the Micro-Entrepreneurship minor.

Recommended optional programme components:

None

Recommended or required reading:

Video lectures. My Studio podcasts. Learning material on Moodle platform (Finnish). Research articles (Finnish + English). Other material provided by the teacher.

Assessment methods and criteria:

Continous evaluation. Students participate in online conversations with peer review and conduct individual business development task.

Grading:

Accepted / Fail

Person responsible:

Anna-Mari Simunaniemi

Working life cooperation:

The student gets concrete tools and methods for business planning and development.

ay724845P: Micro-enterprises in Changing Operating Environments (OPEN UNI), 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724845P Micro-enterprises in Changing Operating Environments 5.0 op

ECTS Credits:

5 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After completing this course, the student will be able to:

- understand the elements of operational environment; how wide it is and what kind of influence those elements have into activities of the micro-enterprises, how to foresight the changes in it
- recognize possibilities and challenges of changes in operational environment for micro-enterprises
- identify global mega trends in the near future
- find information about changes in operational environment for foresight
- know main theories and approaches in research of operational environment
- understand social meaning and responsibilities of micro-enterprise

Contents:

This course offers overall picture of operational environment for micro-enterprises based on academic research. Students get to know main theories and approaches in research of operational environment and learn how to foresight changes in it.

Mode of delivery:

E-learning

Learning activities and teaching methods:

Independent/group work. There is also a foresight work from own or case-study micro-enterprise. There will be a web-based final exam.

Target group:

Micro-entrepreneurs, people interested in micro-entrepreneurship, business service managers, freelancers and other business development advisers and specialists, regional development specialists.

Prerequisites and co-requisites:

No prerequisites.

Recommended optional programme components:

This course is an independent entity. The course is part of the Micro-Entrepreneurship minor.

Recommended or required reading:

Video lectures, podcasts, research literature and/or articles

Assessment methods and criteria:

This course utilizes continuous assessment. Students participate in web-conversations and create a foresight work.

Grading:

Accepted / Not accepted

ay724847P: Digital sales and marketing in micro-enterprises (OPEN UNI), 5 op

Voimassaolo: 01.08.2021 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724847P Digital sales and marketing in micro-enterprises 5.0 op

ECTS Credits:

5 CTS Credits

Language of instruction:

Finnish

Learning outcomes:

After completing of the course, the student will be able to:

- understand the objectives of digital marketing in micro-enterprises
- master the basics in digital sales and marketing in micro-enterprises
- identify central social media channels and digital tools used in marketing
- create digital marketing material for micro-enterprises
- apply basics of visual marketing (photography and video) in conjunction with narrating of the brand of micro-enterprises
- create enterprises social media strategy

Contents:

This course offers the basics of digital sales and marketing in micro-enterprises based on academic research. Students get to know the most central marketing channels, will narrate a company brand and develop skills in visual marketing, and learn how to create a social media strategy.

Mode of delivery:

Web-based teaching.

Learning activities and teaching methods:

Independent/group work. Web-conversations and peer review based on course material and personal development project.

Target group:

Micro-entrepreneurs, people interested in micro-entrepreneurship, business service managers, freelancers and other business development advisers and specialists, regional development specialists

Prerequisites and co-requisites:

None

Recommended optional programme components:

The course is an independent entity and its completion does not require other studies. The course is part of the Micro-Entrepreneurship minor.

Recommended or required reading:

Course literature and other material (e. g. video lectures and podcasts) in English and Finnish chosen by the teacher.

Assessment methods and criteria:

This course utilizes continuous assessment. Students participate in web-conversations and do independent assignments. Peer review can also be used in the course.

Grading:

Approved/failed

Working life cooperation:

Students obtain concrete tools for the creation and development of digital marketing in micro-enterprises.

ay724841P: Agile Management Practices in Micro-enterprises (OPEN UNI), 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724841P Agile Management Practices in Micro-enterprises 5.0 op

ECTS Credits:

5 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After performing the study module student successfully:

- can know the main principles and tools of the agile management of the micro companies
- understand how agile management produces the competitive advantage to the company in the changing business environment
- understands the actors' roles and responsibilities in the agile business operation

Contents:

The business environment changes continuously which produces new business opportunities. With this course students learned how the methods of the agile management can be used for the business development. The course offers both the theory and the concrete tools for the agile business management.

Mode of delivery:

Online teaching. The study module is carried out in Moodle learning environment.

Learning activities and teaching methods:

The course contains of individual and teamwork, online discussion which is based on course material, a project work and peer reviews. The project work is done to the case company.

Target group:

In addition to micro-entrepreneurs, people who are interested in and plan entrepreneurship, employees of business advisor services.

Prerequisites and co-requisites:

None

Recommended optional programme components:

None

Recommended or required reading:

None

Assessment methods and criteria:

The teamwork which is estimated is done with the course. With the course individual work and teamwork and peer review are also done.

Grading:

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

Person responsible:

Adjunct Professor Kai Hänninen

Working life cooperation:

In the study module, the project work will be done to the case company. Project work to do in the small groups.

ay724846P: Growth management and networks in micro-enterprises (OPEN UNI), 5 op

Voimassaolo: 01.08.2021 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724846P Growth management and networks in micro-enterprises 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After performing the study module student successfully:

- understand the characteristics of business growth and growth management and is able to describe them
- know the growth stages of companies and the areas related to the growth management
- can identify the most important economic aspects of growth management
- knows the main theories of networking
- understand the role of networking in the context of microenterprises

Contents:

The course provides conceptual and concrete tools for understanding microenterprise growth management and networking. It provides an overview of the theory of firm growth and growth management. The course covers growth management through key areas, e. g. from a financial management perspective. In addition, the basic theories of networking from the perspective of micro-entrepreneurship are included in the content.

Mode of delivery:

Online teaching. The study module is carried out in Moodle learning environment.

Learning activities and teaching methods:

The course includes a business analysis of a case company chosen by the student. In addition, the course includes a learning diary and individual assignments, group work and peer review.

Target group:

In addition to micro-entrepreneurs, people who are interested in and plan entrepreneurship, employees of business advisor services.

Prerequisites and co-requisites:

None

Recommended optional programme components:

The course is an independent entity and its completion does not require other studies. The course is part of the Micro-Entrepreneurship minor.

Recommended or required reading:

Course literature and other material (e. g. video lectures and podcasts) in English and Finnish chosen by the teacher.

Assessment methods and criteria:

The course includes an analysis of a case company chosen by the student. The analysis can be done alone or in small groups. In addition, the course includes a learning diary and individual assignments, group work and peer review. At the end of the course, a portfolio consisting of company analysis, a learning diary and the tasks performed during the course, is written. The portfolio is evaluated by teacher.

Grading:

The course utilizes a numerical grading scale 0-5. In the numerical scale zero stands for a fail.

Working life cooperation:

The course includes a analysis related to growth management from a case company chosen by the student. Case company must be suitable for the purpose. Analysis, based on the case company interview, can be done alone or in small groups.

ay724844P: Competencies and Profitability in Micro-enterprises (OPEN UNI), 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724844P Competencies and Profitability in Micro-enterprises 5.0 op

ECTS Credits:

5 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After the course the student will:

- Understand the central competences of microentrepreneurs and their connections to productivity
- Be able to evaluate central entrepreneurial competences, formulate company goals and values, and a create competence development plan
- Be able to analyze the megatrends and anticipate their impact on microenterprise business
- Be able to apply business competence and productivity evaluation tools for sustainable business renewal

Contents:

Goal and competence mapping. Financial and management competences. Sustainable business renewal and business management. Impact of megatrends on microenterprise business contexts and markets. Business anticipation. Tools for business management, productivity and competence development.

Mode of delivery:

Online course on Moodle platform.

Learning activities and teaching methods:

Individual project tasks on the participants' existing or a case company. Online discussions and peer review.

Target group:

In addition to micro-entrepreneurs, people who are interested in and plan entrepreneurship, employees of business advisor services.

Prerequisites and co-requisites:

The course is an independent entity and its completion does not require other studies. The course is part of the Micro-Entrepreneurship minor.

Recommended optional programme components:

None

Recommended or required reading:

Video lectures. My Studio podcasts. Learning material on Moodle platform (Finnish). Research articles (Finnish + English). Other material provided by the teacher.

Assessment methods and criteria:

Continuous evaluation. Students participate in online conversations with peer review and conduct individual business development task.

Grading:

Accepted / Fail

Person responsible:

Eeva Leinonen

Working life cooperation:

The student gets concrete tools and methods for business planning and development.

ay724848P: Recognize your potential and discover your personal path (OPEN UNI), 2 op

Voimassaolo: 01.01.2021 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724848P Recognize your potential and discover your personal path 2.0 op

ECTS Credits:

2 ECTS Credits

Language of instruction:

Finnish

Learning outcomes:

After completing the course, the student:

- Is able to identify his / her key competencies and strengths and set self-interesting goals for the future.
- Is able to utilize a strategic way of thinking in looking for the future and to take into account changes affecting the operating environment and to anticipate their effects on one's own operations.
- Understand what areas of competence he or she needs to develop in order to achieve his or her goals. The student prepares a competence development plan for himself / herself.

Contents:

With the rapid change in the working life, the importance of up-to-date, future-oriented entrepreneurial and working life skills is emphasized. In this course, you will learn to identify your own skills, strengths and development needs and build your own pathway to future. The course offers both theory and concrete tools for managing your own competence.

Mode of delivery:

E-learning. The course is implemented in a Moodle learning environment.

Learning activities and teaching methods:

The course includes participatory online lectures as well as group- and independent work.

Target group:

Students in upper secondary schools, open university students

Recommended optional programme components:

The course is an independent entity and its completion does not require other studies. The course is acceptable to Introduction to Microentrepreneurship.

Recommended or required reading:

Video lectures, My Studio podcasts, research literature in English and Finnish and other material shown by the teacher.

Assessment methods and criteria:

The course is implemented entirely as online studies. Approved completion of the course requires participation in the lecture sections of the course as well as approved completion of independent assignments.

Grading:

Approved / failed

Working life cooperation:

With regard to the identification and productization of entrepreneurial and working life skills, close co-operation is established with the companies.

Other information:

The number of students is limited.