Opasraportti

Bachelor of Science in Economics and Business Administration (BSc) 2016-201 (2016 - 2017)

The BSc curriculum will consist of a balanced amount of business and economics studies (management and international business, accounting, finance, marketing and economics). After graduating from the generalized BSc program students continue to the MSc program with a chosen specialization. Based on the regional and national stakeholder feedback and from the present work life viewpoint in general, a wide understanding of different aspects of business is needed as a basis for developing our students’ expertise. The renewed BSc program structure enables a more generalist and interdisciplinary approach which we believe will improve our students learning and therefore also their employment prospects.

Our mission emphasizes cooperation with the scientific community, business partners and society. Our BSc program enables constant interaction between theory and practice that occurs in our teaching for instance through: professionally qualified faculty members, visiting teachers from other scientific communities, companies and organizations, constant feedback from our stakeholders and their participation in developing our curriculum, and alumni activities. In addition, our students participate actively in local business life by conducting projects and theses in cooperation with local companies, as a response to which their learning is also applied to real-life context to increase the practical relevance of our teaching and to contribute to the local business community.

Most of the studies in our B.Sc. program are in Finnish. One module of (Global Perspectives, 25 ects) will be lectured in English.

Course Structure Diagram in 2016-2017

BSc (Econ. & Bus. Adm.) in Economics and Business Administration

Additional information

Education page of the University

Tutkintorakenteet

Bachelor of Science (Economics and business administration)

Tutkintorakenteen tila: published

Lukuvuosi: 2016-17

Lukuvuoden alkamispäivämäärä: 01.08.2016

Compulsory studies in Business Administration (vähintään 35 op)

Other common studies

802158P: Mathematics for Economic Sciences, 7 op
724011Y: Orientation Course for New Students, 3 op
806116P: Statistics for Economic Sciences, 5 op

900055Y: Communication Skills in Business and Economic Life, 3 op
900083A: Research Communication in Economics, 2 op
901053Y: Swedish for Economics, Oral Skills, 3 op
901052Y: Swedish for Economics, Written Skills, 1 op

Economics and Business Administration, Basic Studies (vähintään 60 op)

Economics and Business Administration, Basic Studies

A633701: Economics and Business Administration, Basic Studies, 60 op
  compulsory
    724610P: Contract and Company Law, 5 op
    724102P: Organizations and Management, 5 op
    724103P: Strategic Management, 5 op
    724104P: Bookkeeping and Financial Reporting, 5 op
    724105P: Management Accounting, 5 op
    724106P: Principles of Marketing, 5 op
    724107P: Practices in Marketing, 5 op
    724108P: Financial Markets, 5 op
    724109P: Investment Decisions, 5 op
    724110P: Introductory Economics, 5 op
    724111P: Finnish Economy and Economic Policy, 5 op

Choose one of these
    724101P: Company Project, 5 op
    724100P: Practical Training, 5 op

Intermediate studies in Business Administration (vähintään 60 op)

A633702: Economics and Business Administration, Intermediate Studies, 60 op
  compulsory
    724201A: Internationalization, 5 op
    724202A: Managing Multinationals, 5 op
    724203A: Financial Statement Analysis, 5 op
    724204A: Management Control, 5 op
    724205A: Distribution and Retail Management, 5 op
    724206A: Strategic Marketing Management, 5 op
    724207A: Financial Decisions, 5 op
    724208A: Portfolio Theory, 5 op
    724209A: Monetary Economics, 5 op
    724210A: Global Economics, 5 op
    724050A: Bachelor's Thesis in Economics and Business Administration, 10 op

Minor subject studies (vähintään 25 op)

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuuluvien opintokohtien kuvaukset

802158P: Mathematics for Economic Sciences, 7 op
Voimassaolo: 01.06.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Field of Mathematics
Arvostelu: 1 - 5, pass, fail
Opettajat: Kari Myllylä
Opintokohteen kielet: Finnish
Leikkaavuudet: ay802158P Mathematics for Economic Sciences (OPEN UNI) 7.0 op

ECTS Credits: 7 cr
Language of instruction: Finnish
Timing: 1. period. It is recommended to complete the course at the 1th autumn semester.

Learning outcomes: After completing the course, student is able to
- define and apply basic mathematical concept such as rationals, absolute value, power and root function
- handle different types of functions and knows their special properties
- solve different equations and inequalities
- define the concepts of limit and continuity of a function
- calculate limits in case of different functions
- calculate and apply derivative, and knows the relevance of the concept
- use all mathematical concepts covered by the course in different problems related to economics (interest, investments, optimization and indeces).

Contents: Course aims to build a solid background to mathematics in later economics courses. Course begins with a revision of concepts familiar from high school such as sequences, rationals, absolute value and powers. After that we focus on different types of functions such as polynomials, rational functions, exponential functions and logarithm. Different types of equations and inequalities, containing the functions mentioned above, are solved. Main concepts in the course are also limit of a function, continuity and derivative and their applications. Nämä käsitteet tullaan esittelemään kaikille kurssilla käsiteltäville funktiotyypeille.

After the more mathematical part, the focus is turned on economical applications (such as interests, optimization, investments, indeces).

Mode of delivery: Face-to-face teaching

Learning activities and teaching methods: Lectures 56h, exercises 28h.

Target group: Students in Oulu Business School

Prerequisites and co-requisites: None

Recommended optional programme components: After the course, student is able to continue other mathematics courses directed to the students in Oulu Business School.

Recommended or required reading: Lecture notes

Assessment methods and criteria: Mid-term exams and/or final exam

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

Person responsible: Kari Myllylä

Working life cooperation: -

724011Y: Orientation Course for New Students, 3 op

Voimassaolo: 01.06.2014 -
Opiskelumuoto: General Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Satu Nätti
Opintokohteen kielet: Finnish

Ei opintojaksokuvauksia.

806116P: Statistics for Economic Sciences, 5 op

Voimassaolo: 01.06.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Field of Mathematics
Arvostelu: 1 - 5, pass, fail
Opettajat: Hanna Heikkinen
Opintokohteen kielet: Finnish

Leikkaavuudet:
- ay806116P Statistics for Economic Sciences (OPEN UNI) 5.0 op
- 806113P Introduction to Statistics 5.0 op
- 806109P Basic Methods in Statistics I 9.0 op

ECTS Credits:
5 cr
Language of instruction:
Finnish
Timing:
1st period. It is recommended to complete the course at the 2nd autumn semester.

Learning outcomes:
After completing the course, student will be able to
- consider issues influencing to data collection
- describe data by appropriate methods (tables, statistics and graphical presentations)
- evaluate the effect size of the sample to the margin of error for instance in Gallup polls and in different market researches
- interpret output of a statistical software.

Contents:
- collecting data, e.g. sampling
- variables and measuring
- descriptive statistical methods and their selection
- margin of error of estimator for population mean and proportion
- statistical literacy
- basic analysis of data using statistical software

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
Total 53 h face-to-face teaching including lectures and exercise (partly computer exercises). Independent work 80 h.

Target group:
Students in Oulu Business School.

Prerequisites and co-requisites:
-

Recommended optional programme components:
When studying according to old degree requirements it is possible to complete the course: 806109P Basic Methods in Statistics I (9 ECTS). After the course, student is able to continue other statistics courses directed to the students in Oulu Business School.

Recommended or required reading:
Lecture notes

Assessment methods and criteria:
Mid-term exams and/or final exam and possible homework.

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

Person responsible:
Hanna Heikkinen

Working life cooperation:
-

Other information:
This course compensates the course 806109P Basic Methods in Statistics I (9 ECTS) of the old degree requirements. An appropriate additional course (at least 4 ECTS) is also required.

900055Y: Communication Skills in Business and Economic Life, 3 op

Voimassaolo: 01.08.1995 -
Opiskelumuoto: Language and Communication Studies
Laj: Course
Vastuuyksikkö: Languages and Communication
Arvostelu: 1 - 5, pass, fail
Opintokohteen kielet: Finnish
Leikkaavuudet:

Proficiency level:
-

Status:
The course is compulsory for students undertaking a BA degree in Oulu Business School.

Required proficiency level:
-

ECTS Credits:
3 credits

Language of instruction:
Finnish

Timing:
First year of studies

Learning outcomes:
-

Contents:
-

Mode of delivery:
Multimodal teaching

Learning activities and teaching methods:
Contact teaching 15 hrs, distance studies and independent work 66 hrs.

Target group:
Students bachelor’s degree of Oulu Business School

Prerequisites and co-requisites:
-

Recommended optional programme components:
-

Recommended or required reading:

Assessment methods and criteria:
Active participation in contact and distance teaching, independent study and completion of given assignments. It is possible to complete a part of the course as a distance course using the Optima learning environment.

Read more about assessment criteria at the University of Oulu webpage.

Grading:
1 - 5

Person responsible:
Outi Mikkola

Working life cooperation:
-
Other information:
If the student has completed courses that count as partial completions of this course, the student must discuss the way he/she is to finish this course with the teacher.

900083A: Research Communication in Economics, 2 op

Voimassaolo: 01.01.2015 -
Opiskelumuoto: Language and Communication Studies
Laji: Course
Vastuuyksikkö: Languages and Communication
Arvostelu: 1 - 5, pass, fail
Opintokohteen kielet: Finnish
Leikkaavuudet:
  900056A   Research Communication in Economics   2.0 op

Proficiency level:
  -
Status:
  -
Required proficiency level:
  -
ECTS Credits:
  2 credits
Language of instruction:
  Finnish
Timing:
  3rd year
Learning outcomes:
  -
Contents:
  -
Mode of delivery:
  -
Learning activities and teaching methods:
  -
Target group:
  -
Prerequisites and co-requisites:
  -
Recommended optional programme components:
  -
Recommended or required reading:
  -
Assessment methods and criteria:
  -
Grading:
  -
Person responsible:
  Mikkola, Outi
Working life cooperation:
  -
Other information:
  -

901053Y: Swedish for Economics, Oral Skills, 3 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Language and Communication Studies
Laji: Course
**Vastuuysikkö**: Languages and Communication  
**Opintokohteen kielet**: Swedish  
**Leikkaavuudet:**  
  ay901053Y  Swedish for Economics, Oral Skills (OPEN UNI)  3.0 op

Ei opintojakosokuvauksia.

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### 901052Y: Swedish for Economics, Written Skills, 1 op

**Voimassaolo**: 01.08.2014 -  
**Opiskelumuoto**: Language and Communication Studies  
**Laji**: Course  
**Vastuuysikkö**: Languages and Communication  
**Opintokohteen kielet**: Swedish  
**Leikkaavuudet:**  
  ay901052Y  Swedish for Economics, Written Skills (OPEN UNI)  1.0 op

**Proficiency level:**  
B1/B2/C1 (Common European Framework of Reference)  
**Status:**  
This course unit is compulsory to all students, who have had their schooling in Finnish, except those who have at least 60 ECTS credits of Swedish studies in their degrees. The language proficiency provided by the course unit is equivalent to the language proficiency required of a state official with an academic degree working in a bilingual municipality area (Act 424/03 and Decree 481/03). According to the requirements of the law, the student must be able to use Swedish both orally and in writing in various professional situations. Achieving this kind of proficiency during a course unit that lasts for only one semester requires that the student has already achieved the necessary starting proficiency level prior to taking the course.

**Required proficiency level:**  
The required starting proficiency level for students of all faculties is a grade of 7 or higher from the Swedish studies at secondary school (B-syllabus) or equivalent knowledge AND a passing grade from the proficiency test held at the beginning of the course unit. Based on this proficiency test the students are directed to brush up on their language skills with self-directed course if it is deemed necessary; mastering basic vocabulary and grammar is a prerequisite to achieving the necessary language proficiency for the various communication situations one faces in professional life. If a student has not completed Swedish studies (B-language) at secondary school with a grade of 7 or higher, or his/her language skills are otherwise lacking, he/she must achieve the required proficiency level BEFORE taking this compulsory Swedish course unit.

**ECTS Credits:**  
4 ECTS credits / 106 h of student's work  
**Language of instruction:**  
Swedish  
**Timing:**  
2nd year of studies, autumn or spring term  
**Learning outcomes:**  
Upon completion of the course the student should be able to read and understand texts from his/her academic field and make conclusions based on them. The student should be able to write typical professional emails and short reports. He/she should be able to carry himself/herself according to Swedish etiquette when acting as host or guest. The student should also be able to discuss current events and special field-specific matters, use the vocabulary of national economics and business economics and plan and give short company presentations.

**Contents:**  
Communicative oral and written exercises, which aim to develop the student's Swedish proficiency in areas relevant to his/her academic field and future professional tasks. The student practises oral presentation and pronunciation. Situational exercises done individually and in pairs and groups. Discussions in small groups. Current texts about the student's special field. Listening comprehension exercises. Written exercises relating to the student's professional field.

**Mode of delivery:**  
Contact teaching  
**Learning activities and teaching methods:**  
2 x 90 minutes of contact teaching per week and related exercises, self-directed study, a total workload of 106 hours per course unit.
Target group:
Students of the Oulu Business School

Prerequisites and co-requisites:
See Required Proficiency Level above

Recommended optional programme components:
-

Recommended or required reading:
Course material will be distributed in class.

Assessment methods and criteria:
The course unit focuses on improving both oral and written language skills and requires active attendance and participation in exercises, which also require preparation time. 100% attendance is required. The course unit tests both oral and written language skills. Students participate in the teaching in either autumn semester or spring semester

Alternative Methods of Completion, more information on our homepage: [http://www.oulu.fi/languagesandcommunication/](http://www.oulu.fi/languagesandcommunication/)

Read more about assessment criteria at the University of Oulu webpage.

Grading:
Oral and written language proficiencies are tested separately and assessed using the so called KORU-criteria (publication of HAMK University of Applied Sciences, 2006). Separate grades will be awarded for the successful completions of both oral and written portions of the course unit: the possible passing grades are satisfactory skills and good skills (see language decree 481/03). The grades are based on continuous assessment and testing.

Person responsible:

Working life cooperation:
-

Other information:
Sign up only to 901052Y Svenska för ekonomer, skriftlig språkfärgishet (OyKKK), 1 ECTS credits. Students sign up for teaching in WebOodi. A student can only sign up for one teaching group. When signing up in WebOodi, it is imperative that the student fills in the following information into the Further Information field: his/her email address, major subject and Swedish grades attained during secondary education.

A633701: Economics and Business Administration, Basic Studies, 60 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Study module
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opintokohteen kielet: Finnish

Ei opintojaksokuvauksia.

compulsory

724610P: Contract and Company Law, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Pulkkinen Markku
Opintokohteen kielet: Finnish
Leikkaavuudet:

- ay724610P Contract and Company Law (OPEN UNI) 5.0 op
- 721610A Corporate Law and Law of Contracts 7.0 op

Voidaan suorittaa useasti: Kyllä
ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period B It is recommended to complete the course at the 1st autumn semester.

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. The most common forms of business organizations.

Mode of delivery:
Face-to-face teaching

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:
Major students in economics and business administration

Prerequisites and co-requisites:
-

Recommended optional programme components:
This course is part of “Introduction to business studies” -module

Recommended or required reading:
Mähönen - Villa: Osakeyhtiöoikeus käytännössä. ed. 2013 or newer
Check the availability of course material from this link.

Assessment methods and criteria:
Lectures and case groups and independent studying of the textbooks.

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

Person responsible:
Senior Lecturer, LL.M Markku Pulkkinen

Working life cooperation:
-

Other information:
The number of students is limited.

724102P: Organizations and Management, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Tuija Lämsä
Opintokohteen kielet: Finnish
Leikkaavuudet:
ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period A (1st year).

Learning outcomes:
Upon completion of the course, the student will be able to adopt the basic concepts related to organization, organizing, management as well as managerial work. The student understands what leadership and management means in practice and learns the skills that are needed in analyzing and managing organizations' activity. The student can define the different principles of management styles and is able to understand various ongoing functions within organizations and their requirements for the organizations management.

Contents:
The course provides conceptual and concrete tools for understanding both the activity and management of organizations. In the course are reflected the key questions of organizations and management; including organizations' success factors and the practices of management and leadership, both from leader's and worker's point of view. During the course the students are introduced with the development of organizations and management, by presenting different management styles as well as the ways how those issues affect function of organizations in different business environments.

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).

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
-

Recommended optional programme components:
This course is part of “Introduction to business studies” -module

Recommended or required reading:
Check the availability of course material from this link.

Check the availability of course material from this link.

Assessment methods and criteria:
Written exam of lectures and literature done at home.

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

Person responsible:
Tuija Lämsä

Working life cooperation:
-
Other information:
The number of students is limited.

724103P: Strategic Management, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Sari Laari-Salmela, Anniina Rantakari
Opintokohteen kielet: Finnish
Leikkaavuudet:
  ay724103P Strategic Management (OPEN UNI) 5.0 op
  721519P Business Management 5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period A (2nd year).

Learning outcomes:
After the course students understand the purpose of the different schools of strategic management and recognize their role in organizations’ strategy formation. Students are able to define the core concepts of strategic management, analyze the relations between strategy, markets and operations, and are able to communicate strategies with clear market value.

Contents:
The course aims at analyzing how we could 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.

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
Intensive contact learning with 18 hours of functional lectures with reflection (54 h) and with 18 hours of workshop sessions with cases (54 h). In addition, the students are required to independently read the course literature and prepare for the workshops (25 h). Further details will be provided by the responsible person in the first session.

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier module (introduction to business studies)

Recommended optional programme components:
This course is part of “Business Processes” -module

Recommended or required reading:
Johnson, G., K. Scholes & R. Whittington. Exploring corporate strategy (Prentice Hall); [Check the availability of course material from this link]
Mintzberg, H., B. Ahlstrand & J. Lampel. Strategy safari: the complete guide through the wilds of strategic management (Prentice Hall/Financial Times); [Check the availability of course material from this link]
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 1-5. In the numerical scale zero stands for a fail.

Person responsible:
Sari Laari-Salmela and Anniina Rantakari

Working life cooperation:
-

Other information:
The number of students is limited.

724104P: Bookkeeping and Financial Reporting, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Huikari, Juha Antti
Opintokohteen kielet: Finnish
Leikkaavuudet:
  ay724104P  Bookkeeping and Financial Reporting (OPEN UNI)  5.0 op
  721171P  Principles of Financial Accounting  5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period C. It is recommended to complete the course at the 1st spring semester.

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 practise 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, obligatory and optional 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:
16 h lectures, 20 h exercises and 97 h self-study.

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
-
Recommended optional programme components:
This course is part of “Introduction to business studies” module.

Recommended or required reading:
Ihantola & Leppänen: Yrityksen kirjanpito - perusteet ja sovellusharjoitukset. (Latest edition). Other material announced during the lectures.

Voit tarkistaa kurssikirjojen saatavuuden tästä linkistä.

Assessment methods and criteria:
Examination based on lectures, exercises and course literature.

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

Person responsible:
University Teacher Juha Huikari.

Working life cooperation:
-

Other information:
The number of students is limited.

724105P: Management Accounting, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Janne Järvinen
Opintokohteen kielet: Finnish
Leikkaavuudet:
   ay724105P Management Accounting (OPEN UNI) 5.0 op
   721172P Management Accounting 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

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 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:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier module (introduction to business studies)

Recommended optional programme components:
This course is part of "Business Processes" -module

Recommended or required reading:
Check the availability of course material from this link.
Check the availability of course material from this link.

Assessment methods and criteria:
Lectures and literature examination.

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

Person responsible:
Professor in Management Accounting.

Working life cooperation:
-

Other information:
The number of students is limited.

724106P: Principles of Marketing, 5 op
Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Satu Nätti
Opintokohteen kielet: Finnish
Leikkaavuudet:
  ay724106P  Principles of Marketing (OPEN UNI)  5.0 op
  ay721409P  Principles of Marketing (OPEN UNI)  5.0 op
  721409P    Firm in the Network Contexts      5.0 op

Voidaan suorittaa useasti?: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period C (1st year).

Learning outcomes:
Upon completion of this course, students are able describe the role of marketing in any organization and its linkages to other organizational activities (units, strategy and other processes). Basic concepts of marketing and their linkages become familiar for the student (customer value, value based market analysis and strategy, segmenting, targeting, positioning and marketing mix). After completing this course the student is able to use different types of methods and concepts of marketing to aid decision making and
evaluate the suitability of these decisions. The student understands what customer-oriented approach means in the organization. The student also realizes the role that marketing partakes in everyday actions in one’s personal life and professional development.

**Contents:**
Following themes in the field of marketing are covered: 1) definitions of marketing, central concepts and current phenomena, both in B-to-B and consumer marketing, 2) central elements of customer-oriented marketing strategy: value creation, customer strategies, marketing mix and segmentation, for example, 3) basics of consumer behavior, 4) basics of B-to-B marketing, 5) integrated marketing communication, 6) digital marketing communication and 7) marketing channels. Business simulation is conducted to give understanding of basic practices and business in the company, likewise the role of marketing decisions in the entity.

**Mode of delivery:**
Face-to-face teaching and business simulation in the groups

**Learning activities and teaching methods:**
36 hours of lectures, exam (4h). Independent reading of the textbook, articles and other material given during the lectures (43 h) and exercises (50 h).

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
-

**Recommended optional programme components:**
This course is part of “Introduction to business studies” -module

**Recommended or required reading:**

**Check the availability of course material from this link.**

**Assessment methods and criteria:**
To pass the course, students participate business simulation in small groups and do the final exam.

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

**Person responsible:**
Professor Satu Nätti

**Working life cooperation:**
-

**Other information:**
The number of students is limited.

**724107P: Practices in Marketing, 5 op**

**Voimassaolo:** 01.08.2014 -
**Opiskelumuoto:** Basic Studies
**Laji:** Course
**Vastuuysikkö:** Oulu Business School
**Arvostelu:** 1 - 5, pass, fail
**Opettajat:** SAILA SARANENI
**Opintokohteen kielet:** Finnish
**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**
5 credits/133 hours of work

**Language of instruction:**
Finnish
**Timing:**
Period B, 2nd year of studies

**Learning outcomes:**
After having passed this course, the student knows the focal operative marketing functions and the related tools of analysis (gaining market information, conceptualizing and positioning product/service, marketing communications, branding). The student recognizes him/herself as a target of marketing and is able to evaluate the basic marketing processes. The student possesses the basic knowledge of firms’ customer relationship marketing and is able to analyze firms’ activities from the perspective of customer relationships. While the focus of the course is in consumer marketing, the student learns to recognize the key differences between the marketing activities in b-to-c and b-to-b contexts. The student can plan a marketing campaign that ties together the different aspects of marketing discussed during the course.

**Contents:**
Gaining market information, customer relationship and key customer management, conceptualizing, positioning and branding products/services, marketing communications, planning and implementing marketing campaign, sales function and customer service situations

**Mode of delivery:**
Face-to-face teaching

**Learning activities and teaching methods:**
36 h lectures; guest lectures and teacher-guided preparation of course assignments; group work assignment 43 h; final exam and independent exam preparation by studying the course textbooks and related material 54 h

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
Earlier module (introduction to business studies)

**Recommended optional programme components:**
This course is a part of “business processes”-module

**Recommended or required reading:**
[Check the availability of course material from this link.](#)

**Assessment methods and criteria:**
Group work and literature examination

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

**Person responsible:**
Saila Saraniemi

**Working life cooperation:**
-

**Other information:**
The number of students is limited.

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724108P: Financial Markets, 5 op

**Voimassaolo:** 01.08.2014 -
**Opiskelumuoto:** Basic Studies
**Laji:** Course
**Vastuuysikkö:** Oulu Business School
**Arvostelu:** 1 - 5, pass, fail
**Opettajat:** Mirjam Lehenkari
**Opintokohteen kielet:** Finnish
**Leikkaavuudet:**
Financial Markets (OPEN UNI) 5.0 op

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period D. It is recommended to complete the course at the 1st spring semester.

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:
Face-to-face teaching

Learning activities and teaching methods:
lectures 36h, self-study 93h, exam 4h

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
-

Recommended optional programme components:
This course is part of “Introduction to business studies” -module

Recommended or required reading:
Check the availability of course material from this link.

Assessment methods and criteria:
faculty examination

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

Person responsible:
postdoctoral researcher Mirjam Lehenkari

Working life cooperation:
-

Other information:
The number of students is limited.

724109P: Investment Decisions, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Mirjam Lehenkari
Opintokohteen kielet: Finnish

Leikkaavuudet:
- ay724109P  Investment Decisions (OPEN UNI)  5.0 op
- ay721178P  Fundamentals of Corporate Finance (OPEN UNI)  5.0 op
- 721178P  Principles of Corporate Finance  5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period B. It is recommended to complete the course at the 2nd autumn semester.

Learning outcomes:
The course is an introduction to the theory and practice of capital budgeting. Upon successful completion of the course, the student will be able to evaluate the profitability of an investment project using various capital budgeting techniques.

Contents:
1) the most common capital budgeting techniques, 2) cash flow calculations, 3) determining the appropriate discount rate for a project, 4) sensitivity, scenario, and break-even analysis, 5) capital rationing, 6) leasing, 7) real options, 8) capital budgeting in practice, 9) mergers & acquisitions

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
lectures 36h, self-study 93h, exam 4h

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier module (introduction to business studies)

Recommended optional programme components:
This course is part of "Business Processes" -module

Recommended or required reading:
Check the availability of course material from this link.

Assessment methods and criteria:
faculty examination

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

Person responsible:
postdoctoral researcher Mirjam Lehenkari

Working life cooperation:
-

Other information:
The number of students is limited.

724110P: Introductory Economics, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Marko Korhonen
Opintokohteen kielet: Finnish
Leikkaavuudet:
- ay724110P Introductory Economics (OPEN UNI) 5.0 op
- 721211P Principles of Economics 10.0 op
- 721210P Principles of Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period A. It is recommended that students complete the course during the first autumn semester.

Learning outcomes:
After completing the course students (i) understand the basic concepts of economics and the rudiments of economic theory, (ii) can explain the determination of resource allocation and prices in a market economy, (iii) know how the aggregate economy operates in the short and long run, and (iv) how economic policy affects the Finnish economy and also the European economy.

Contents:
The course introduces students to the tools and ideas economics uses to describe and explain economic phenomena. The topics include:
- the long-term development of the Finnish and World economy
- basic ideas and principles of economics
- opportunity cost and comparative advantage
- market equilibrium: demand and supply
- how well does market economy work?
- firms and competition in market economy
- aggregate economic activity and its measurement
- business cycles
- monetary and fiscal policy
- economic growth

Mode of delivery:
Face-to-face teaching.

Learning activities and teaching methods:
36 lectures including problem sets. Students are expected to do the problem sets on their own and familiarize themselves with the required and recommended materials (93 h). Exam (4 h).

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:

Recommended optional programme components:
This course is part of “Introduction to business studies” -module

Recommended or required reading:
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. Check the availability of course material from this link.
Assessment methods and criteria:
Final Exam.

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

Person responsible:
Professor Mikko Puhakka

Working life cooperation:
-

Other information:
The number of students is limited.

724111P: Finnish Economy and Economic Policy, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Jaakko Simonen
Opintokohteen kielet: Finnish
Leikkaavuudet:
   ay724111P   Finnish Economy and Economic Policy (OPEN UNI)   5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period D (2nd year).

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 Finnish economy from the late 1800s to the early 2000s
2. Productivity and economic growth
3. Globalisation and Finland
4. Regional development and regional policy in Finland
5. Fiscal policy
6. Public economics and challenges of welfare state
7. Finance and economic development in communes
8. Innovations and innovation policy

Mode of delivery:
Face to face teaching

Learning activities and teaching methods:
36 h lectures, reading the course literature (93 h) and exam (4 h).

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
Earlier modules (introduction to business studies, business processes)

**Recommended optional programme components:**
The course is part of “Analytical skills” module.

**Recommended or required reading:**
Announced by the lecturer.

**Assessment methods and criteria:**
Lecture- and literature examination and course assignments.

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

**Person responsible:**
Jaakko Simonen

**Working life cooperation:**

**Other information:**
The number of students is limited.

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**Choose one of these**

**724101P: Company Project, 5 op**

- **Voimassaolo:** 01.08.2014 -
- **Opiskelumuoto:** General Studies
- **Laji:** Course
- **Vastuuysikkö:** Oulu Business School
- **Arvostelu:** 1 - 5, pass, fail
- **Opintokohteen kielet:** Finnish
- **Leikkaavuudet:**
  - 721430A Firm Project in Marketing 5.0 op
- **Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**
5 credits/133 hours of work

**Language of instruction:**
Finnish

**Timing:**
Periods C-D (second year of studies)

**Learning outcomes:**
Upon completion of this course a student is able to plan and organize a development project originating from real life needs. Students are able to work in groups, identify and divide roles in their project work and apply project management skills to practical firm projects. Students are able to implement and solve a firm-based problem in a fixed schedule. In addition, a student is able to present and report different phases of the project orally and in writing and use project management software as a tool for describing, planning, follow-up and reporting on the project.

**Contents:**
The aim is to increase the student’s understanding of implementation of business life originated projects. During the study unit the following areas are covered: project management skills, project planning, implementation, follow-up and reporting on the project.
Mode of delivery:
Face-to-face teaching and project work in groups.

Learning activities and teaching methods:
Preparation for and passing a pre-exam (30 h), introductory lectures and project management software exercises (12 h), planning, implementing, auditing and reporting (orally and in writing) on a business life originated project in groups (81 h). Individual reflection after project’s completion (10 h).

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Studies of module 1 and those studies of module 2 which are organized during fall of second year studies.

Recommended optional programme components:
This course is part of “Business Processes” -module. For those students who have started their studies in 2014 this course is alternative with Internship (724100P). The students can choose only one of them.

Recommended or required reading:
Book for the pre-examination: Risto Pelin (2002 or newer): Projektinhallinnan käsikirja, Projektijohtaminen Oy, Otavan Kirjapaino Oy, lecture material.

Assessment methods and criteria:
To pass this course students participate related meetings and project work in their own group.

Grading:
Pass/fail

Person responsible:
Program director Satu Nätti, university lecturer Saila Saranieml, work life lecturer Sakari Nikkilä, university teacher Lauri Haapanen and university teacher Sauli Pajari.

Working life cooperation:
The groups are working on a genuine development project in order to solve a business life problem. The project is directed by the firm’s operations. In addition, the project group regularly reports on their work to the executive group of the project, comprised of the persons in charge of the course together with the representatives of the firm.

Other information:
The number of students is limited. Individual reflection after project’s completion is required. When the reflection is accepted by the supervisor, the course is passed. Note: For those students who have started their studies in 2014 this course is alternative with Internship (724100P). The students can choose only one of them.
Learning outcomes:
The meaning of internship is to learn about organization life, create contacts and see in practice what kind of work tasks there are in business life. During the internship, a student will get a possibility to create a holistic understanding of central processes in the organization and its different functions. The student will get work experience that supports future career plans, and is able to apply learned in practice.

Contents:
The student will get work experience that supports future career plans, and is able to apply learned in practice.

Mode of delivery:
Objective of the internship (field project) is to familiarize oneself with business life, to create business contacts and to become acquainted for example with economic analysis or bearing of management responsibility in practice. A suitable internship position involves, for example, performing the following tasks:
- production, analysis or interpretation of economic information
- writing reports on economic issues
- participating in economic research projects
- familiarizing oneself with accounting software
- being responsible for carrying out economic activities
- carrying out management responsibilities
- familiarizing oneself with economic life of foreign countries
- participating in making economic decisions
- conducting marketing research, marketing planning and/or activities

Before internship, work description and plans should be approved by person responsible for internship. Production tasks, such as working in the production line, won’t unfortunately fulfill the requirements of the internship, as its main objective is to create a holistic understanding of central processes in the organization and its different functions. If you are uncertain of the suitability of the internship position, you can always discuss about it with the person responsible.

For internship approval a reflection from the field period should be submitted to Oulu Business School’s study office after the internship. It is required to ensure the learning outcomes. It’s of primary importance that the student has already completed or at present completing the last courses of the BSc programme’s module 2 when beginning the internship.

Assessment methods and criteria:
For internship approval the following documents should be submitted to Oulu Business School’s study office after the internship:
- official certificate from the employer
- Reflection from the field period. More specific instructions are given by person responsible for internship (see below)

Please label the documents as "Internship report".

Grading:
Pass/fail (Read more about assessment criteria at the University of Oulu webpage).

Person responsible:
For renewed program (starting fall 2014): Program Director Satu Nätti. For those who do major specific BSc studies (started 2013 or before): The named professor(s) of one’s major.

Other information:
The number of students is limited. For those students who have started their studies in 2014 this course is alternative with Company Project 724101P. Work in student association/associations can also be accepted as an internship, both in bachelor and master programs. Also these work tasks should be accepted by supervising teacher.

A633702: Economics and Business Administration, Intermediate Studies, 60 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Study module
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
724201A: Internationalization, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Xiaotian Zhang
Opintokohteen kielet: English
Leikkaavuudet:
ay724201A Internationalization (OPEN UNI) 5.0 op

ECTS Credits:
5 credits/133 hours of work
Language of instruction:
English
Timing:
Period B (3rd year)

Learning outcomes:
Upon completion the students are able to understand and describe internationalization as an inward and outward process. 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. The students also recognize the basic aspects of strategic and financial planning in the context of SME internationalization. The students will also develop their understanding of entrepreneurship and cultural awareness in business context.

Contents:
The course introduces the basic international business operation modes. The contents cover exporting and importing, contractual and investment entry modes, ebusiness as a mode of international operation, and the role of venture capital in internationalization of SMEs. Content structure: Introduction and Instructions; What is Entrepreneurship? Different Types of Entrepreneurship; International Operation Modes; Internationalization Process; Venture Capital in Internationalization; Strategic Development in Internationalization; Cultural Differences and International Mindset; Summary

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
36 h lectures and reflection (13 h), reading the course literature (40 h), preparing for the exam (40 h) and home-exam (4 h)

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:
This course is part of “Global perspectives”-module

Recommended or required reading:
Assessment methods and criteria:
Reflective learning diary, workshops, Examination.

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

Person responsible:
Xiaotian Zhang and Irina Atkova.

Working life cooperation:

Other information:
The number of students is limited. Students are advised to familiarize themselves with the course’s main literature source (Welch et al. 2007) before the beginning of the course.

724202A: Managing Multinationals, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Irene Lehto
Opintokohteen kielet: English
Leikkaavuudet:
    ay724202A  Managing Multinationals (OPEN UNI)  5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits/133 hours of work

Language of instruction:
English

Timing:
Period B (3rd year)

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

Contents:
Lectures will include the following themes: 1) MNCs as actors in global economy, 2) Different perspectives to MNCs, 3) Changing MNCs (e.g. joint ventures, alliances, mergers and acquisitions), 4) Headquarter and subsidiary relationships, 5) MNCs as networks, 6) Cross-cultural management in MNCs and 7) MNCs in society.

Mode of delivery:
Face-to-face teaching.

Learning activities and teaching methods:
The course consist of compulsory lectures (36h), preparation for the lectures (9h), group works and exercises based on each course theme (40h), preparation for the exam and independent study (44h) and home exam (4h).

Target group:
Major students in economics and business administration
Prerequisites and co-requisites:
Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:
This course is part of “Global perspectives”-module

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 50% of the grade and the final home exam 50% 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:
Dr. Elina Pernu and Lauri Haapanen

Working life cooperation:
-

Other information:
The number of students is limited.

724203A: Financial Statement Analysis, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Pasi Karjalainen
Opintokohteen kielet: Finnish
Leikkaavuudet:
ay724203A  Financial Statement Analysis (OPEN UNI)  5.0 op
721180P  Financial Statement Analysis  5.0 op
721180A  Financial Statement Analysis  5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period A (1st year).

Learning outcomes:
After this course student knows the content of financial statements and understands the main accounting principles in constructing financial statements. In the course student learns the difference between accrual-based –and cash-based accounting. Student understands different stages of financial statement analysis and recognizes main adjustments of the income statement and balance sheet items. The student can calculate and interpret different financial ratios describing profitability, leverage and liquidity of the firm. After this course the student can calculate and interpret the most commonly used market-based ratios. The student knows the main principles for establishment of cash flow statement, knows the content of the cash flow statements and is able to analyze cash flow based ratios. The student understands how different financial ratios are associated and how this information can be applied in the management decisions. Based on the financial statement information, the student recognizes the main leading signals of the firm’s
financial distress. During the course we practice basic principles for doing the long- and short-term financial planning. The student is able independently to construct large written financial statement analysis and presentation of the target company.

Contents:
The content of the firm’s income statement, balance sheet and cash flow statements, main principles of the financial statement analysis, adjustments of the income statement and balance sheets items, calculation and interpretation of financial ratios, cash flow-based statements, main signals and stages of the firm’s bankruptcy, tools for analyzing the connections of the ratios. Analytic financial statement and balance sheet, Investment- and financing decisions in analytic profit calculation.

Mode of delivery:
Face to face teaching, group work and self-study.

Learning activities and teaching methods:
Lectures 20 h, exercises and supervision of the assignment 16 h, exercises and assignment as a group work 50 h and examination as a self-study 49 h.

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier modules (introduction to business studies, business processes)

Recommended optional programme components:
The course is part of “Analytical skills” -module.

Recommended or required reading:

Assessment methods and criteria:
Lecture- and literature examination and practical work.

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

Person responsible:
KTT Pasi Karjalainen

Working life cooperation:
-

Other information:
The number of students is limited.

724204A: Management Control, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Sinikka Moilanen
Opintokohteen kielet: English
Leikkaavuudet: 721176A Management Control 5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits/133 hours of work

Language of instruction:
**Timing:**
Period B (3rd year)

**Learning outcomes:**
Upon completion of the course students can define the basic structure of a management control system. They are thus able to describe the design and development needs of management control systems. They can also identify and discuss viewpoints to be taken into account controlling multinational operations. Students can also apply basic accounting control tools, such as budgets and variance analysis, to simple control problems.

**Contents:**
Management control system design and development, cultural influences on management control systems, budgets and standards, variance analysis, profit centre accounting and transfer pricing, performance measurement.

**Mode of delivery:**
Face-to-face teaching.

**Learning activities and teaching methods:**
Lectures and exercises 36 h, self-study 129h, which includes case assignments.

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
Earlier modules (introduction to business studies, business processes and analytical skills)

**Recommended optional programme components:**
This course is part of “Global perspectives”-module

**Recommended or required reading:**

**Assessment methods and criteria:**
Students complete the course by completing case-based home assignmentS. The assessment of the course is based on the learning outcomes of the course unit, which means that in the home assignments they need to show both ability to describe theory in writing, and to apply basic control tools by calculations.

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

**Person responsible:**
Lecturer Sinikka Moilanen.

**Working life cooperation:**
-

**Other information:**
The number of students is limited.

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724205A: Distribution and Retail Management, 5 op

**Voimassaolo:** 01.08.2014 - 
**Opiskelumuoto:** Intermediate Studies 
**Laji:** Course 
**Vastuuysikkö:** Oulu Business School 
**Arvostelu:** 1 - 5, pass, fail 
**Opettajat:** Jari Juga 
**Opintokohteen kielet:** Finnish 
**Leikkaavuudet:**
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period D (2nd year).

Learning outcomes:
Upon completion of this course the student knows the functions, flows and processes in distribution channels and can formulate distribution objectives within the context of current logistics and retail management. The student can assess the business concepts and formats of retail and understands the role of vertical and horizontal coordination in distribution channels. The student can identify dependencies of distribution activities and understands their impacts on competitiveness. The student has an understanding of the economic role and importance of distributive functions in society with a special view of sustainable business and economy.

Contents:
Structural, operational and social factors and models in distribution channels. Logistical activities, channel member roles and functions and retail models (e.g. franchising, cooperatives, e-commerce, multi-channel distribution). Functional inter-dependencies in distribution with illustrative cases and numerical examples.

Mode of delivery:
Face to face teaching

Learning activities and teaching methods:
36 h lectures, reading the course literature (53 h), assignments (40 h) and exam (4 h).

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier modules (introduction to business studies, business processes)

Recommended optional programme components:
The course is part of “Analytical skills” -module.

Recommended or required reading:
Kautto, M., Lindblom A. & Mitronen, L.: Kaupan liiketoimintaosaaminen (Talentum, 2008) and other learning material specified during lectures.

Assessment methods and criteria:
Lecture- and literature examination and course assignments.

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

Person responsible:
Professor Jari Juga

Working life cooperation:
-

Other information:
The number of students is limited.
Arvostelu: 1-5, pass, fail
Opettajat: Tuula Lehtimäki
Opintokohteen kielet: English
Leikkaavuudet:
- ay724206A Strategic Marketing Management (OPEN UNI) 5.0 op
- 721412P Product and Market Strategies 5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits/133 hours of work

Language of instruction:
English

Timing:
Period A, third year of studies

Learning outcomes:
After having passed this course, students are able to identify the concepts and tools linked to strategic marketing management. The course improves students’ ability to evaluate different market situations among industries and propose solutions to strategic product/market decisions. Furthermore, students are able to explain strategy at different levels; corporation, SBU & functional. Students are able to apply concepts and tools of strategic marketing in global and local context that is, they understand the interdependency of macro- and microenvironments. In addition, students will demonstrate analytical thinking skills by applying different marketing strategies in practice and solving real-life business problems in a case exercise guided by the problem based learning (PBL) method. Students will apply oral and written communication skills appropriate for business situations by working in small groups throughout the course, playing various roles of marketing professional, presenting their case exercise in written and oral form and performing a peer review valuation of another group.

Contents:
1) Situation assessment, 2) Marketing strategies, 3) Strategy formulation 4) Implementation

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
36 h lectures, related discussions and group works, case exercise with both written and verbal part (53 h), case presentations (14 h) and independent reading of the textbooks and related material (20 h). During the course students will work in small groups and meet regularly in order to solve a marketing challenge proposed by the case company (case company is the same for all groups). Problem based learning (PBL) method will be applied and students play different roles to simulate tasks of the real life marketing professionals. Relating to these roles, students will write a learning diary (10 h). In the end of the course students will return a written report as a solution for the marketing challenge and presents it to other students.

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:
This course is part of “Global perspectives”-module

Recommended or required reading:
Kotler, P., Keller, K., Brady, M., Goodman, M. & Hansen, T. (2009 or 2012) Marketing Management (1st or 2nd European Edition) and other material named by the lecturer.

Assessment methods and criteria:
Lectures and case exercise. The written part of the case exercise will determine 80% and the verbal part 20% 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:
Tuula Lehtimäki

Working life cooperation:
-

Other information:
The first two lectures are mandatory. Groups will be formed on September 5th and the company case will be presented on September 7th. The number of students is limited.

724207A: Financial Decisions, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Mirjam Lehenkari
Opintokohteen kielet: Finnish
Leikkaavuudet:
    ay724207A    Financial Decisions (OPEN UNI)    5.0 op
    ay721178P    Fundamentals of Corporate Finance (OPEN UNI)    5.0 op
    721178P    Principles of Corporate Finance    5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period C. It is recommended to complete the course at the 2nd spring semester.

Learning outcomes:
The course is an introduction to the theory and practice of capital structure decisions. Upon successful completion of the course, the student will be able to describe the most well-known capital structure theories and to identify factors that affect capital structure decisions in practice.

Contents:
1) short- and long-term financial planning, 2) cost of capital, 3) financial leverage, 4) capital structure theories, 5) capital structure decisions in practice, 6) risk management and firm value, 7) dividend policy in theory and practice

Mode of delivery:
Face-to-face teaching

Learning activities and teaching methods:
lectures 36h, self-study 93h, exam 4h

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier module (introduction to business studies)

Recommended optional programme components:
This course is part of "Business Processes" -module

Recommended or required reading:
Assessment methods and criteria:
faculty examination

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

Person responsible:
postdoctoral researcher Mirjam Lehenkari

Working life cooperation:
-

Other information:
The number of students is limited.

724208A: Portfolio Theory, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettaja: Andrew Conlin
Opintokohteen kielet: English
Leikkaavuudet:
   721361P Investments  5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits/133 hours of work

Language of instruction:
English

Timing:
Period C (3rd year of Bachelor Program)

Learning outcomes:
Upon completion of the course, students will be able to: quantitatively show the beneficial effects of diversification on portfolio expected return and variance; construct optimal portfolios from a limited number of assets; describe the relationship between risk aversion and an investor’s optimal complete portfolio; derive, compare, and contrast the CAPM and APT pricing models; define and discuss the Efficient Market Hypothesis; outline arguments of Behavioral Finance and discuss examples from the literature.

Contents:
This course is an introduction to the fundamentals of modern investment theory. Students will create portfolios from limited numbers of assets, and examine the portfolios’ return and risk characteristics. The course will cover the CAPM and APT equilibrium models of asset pricing. The Efficient Market Hypothesis, along with both supporting and contradictory evidence, will be presented. The course will also introduce theory and evidence from Behavioral Finance.

Mode of delivery:
Online

Learning activities and teaching methods:
Video lectures, discussions, assignments, mid-term and final exam.

Target group:
Major students in economics and business administration

Prerequisites and co-requisites:
Earlier modules (introduction to business studies and business processes). Mathematical skills equivalent to 802158P and 806116P (math and statistics for business) are highly recommended.
Recommended optional programme components:
This course is part of “Analytical skills”-module

Recommended or required reading:
Bodie, Kane, & Marcus: Investments. Mc-Graw-Hill, 6th (or later) ed.

Assessment methods and criteria:
Assessment methods include a midterm and a final exam.

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

Person responsible:
Doctoral Student Andrew Conlin.

Working life cooperation:
-

Other information:
The number of students is limited.

724209A: Monetary Economics, 5 op

Voimassaolo: 01.08.2014 -
Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Oulu Business School
Arvostelu: 1 - 5, pass, fail
Opettajat: Svento, Rauli
Opintokohteen kielet: Finnish
Leikkaavuudet:
  721115P  Theory of Money, Banking and Monetary Policy  5.0 op
Voidaan suorittaa useasti: Kyllä

ECTS Credits:
5 credits / 133 hours of work

Language of instruction:
Finnish

Timing:
Period C. It is recommended to complete the course at the 3rd autumn semester.

Learning outcomes:
After the course the students are able to explain the concept of money, the role of money in the economy
and the principles according to which the demand and supply of money and the interest rates are
determined. The students can describe in a basic level the functioning of financial markets, financial
institutions and the central bank. They are also able to compare the objectives, tools and mechanisms of
monetary policy to each other, and evaluate the effects of monetary policy actions on money markets and
the real economy. Completing the course enables students to understand and scrutinize the practical
statements and news about the monetary policy issues and functioning of markets for money given in the
public media.

Contents:
Financial systems; the concepts of money and financial markets, determination of interest rates, monetary
and financial institutions, supervision of banking, central banks; tools, objectives and mechanisms of
monetary policy, the connection between monetary policy and aggregate demand and supply.

Mode of delivery:
Face-to-face teaching.

Learning activities and teaching methods:
36 hours lectures, and independent reading of the textbooks and other material distributed during the course (93 h). Exam (4 h).

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
Earlier modules (introduction to business studies, business processes)

**Recommended optional programme components:**
This course is part of “Analytical skills”-module

**Recommended or required reading:**
Mishkin, F.S.: The Economics of Money, Banking and Financial Markets, 10th ed. (2013), Pearson; Howells, P. & Bain, K.: Economics of money, banking and finance: A European text, 4th ed. (2008), Prentice Hall; the appropriate parts from both of these; other material possibly announced during the lectures.

**Assessment methods and criteria:**
Examination based on home assignments.

**Grading:**
The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail. Exception: in spring semester 2017, the grading scale is failed/accepted.

**Person responsible:**
Juha Junttila

**Working life cooperation:**
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**Other information:**
The number of students is limited.

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**Voimassaolo:** 01.08.2014 -
**Opiskelumuoto:** Intermediate Studies
**Laji:** Course
**Vastuuysikkö:** Oulu Business School
**Arvostelu:** 1 - 5, pass, fail
**Opettajat:** Marko Korhonen
**Opintokohteen kielet:** English
**Leikkaavuudet:**
721218A Principles of International Economics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**
5 credits/133 hours of work

**Language of instruction:**
English

**Timing:**
Period B (3rd year)

**Learning outcomes:**
After the course the student is capable of explaining the impact of international trade on the economy. In addition the student can compare different instruments of trade policy and their welfare effects. Furthermore the student understands basic functioning of foreign exchange markets.

**Contents:**
Topics of the course include the basic concepts of international trade including the more recent literature on imperfect competition and strategic behaviour. In addition the course introduces issues of trade policy and international macroeconomics, particularly foreign exchange markets.

**Mode of delivery:**
Face-to-face teaching.

**Learning activities and teaching methods:**
24 hours of lectures, 12 hours of exercises and 93 hours of independent reading of the textbooks. Exam (4 hours)

**Target group:**
Major students in economics and business administration

**Prerequisites and co-requisites:**
Earlier modules (introduction to business studies, business processes and analytical skills)

**Recommended optional programme components:**
This course is part of “Global perspectives”-module

**Recommended or required reading:**

**Assessment methods and criteria:**
Lectures and exercises, literature examination.

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

**Person responsible:**
Dr. Marko Korhonen.

**Working life cooperation:**
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**Other information:**
The number of students is limited

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**724050A: Bachelor’s Thesis in Economics and Business Administration, 10 op**

**Voimassaolo:** 01.08.2014 -
**Opiskelumuoto:** Intermediate Studies
**Laji:** Course
**Vastuuysikkö:** Oulu Business School
**Arvostelu:** 1 - 5, pass, fail
**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.