

# Opasraportti

## OBS - Courses in English for exchange students (2017 - 2018)

### Courses in English for exchange students at the Oulu Business School

This Course Catalogue lists courses taught in English that are available for exchange students at the Oulu Business School during academic year 2017-18.

Note: The information concerning the courses (specific timing, contents etc.) is preliminary before the academic year begins, so **changes may occur**. [Here's a link to a table \(pdf-file\) showing the the timing of the courses per term \(autumn/spring\)](#).

When planning learning agreement please use the course descriptions provided under the **Courses** tab in this catalogue. Read carefully the information of each course you wish to take (language of instruction, target group, course content, timing, preceding studies, additional information etc.).

For information on the exchange application process please see [www.oulu.fi/university/studentexchange](http://www.oulu.fi/university/studentexchange).

All exchange applicants must submit their exchange application through the online [SoleMOVE](#) application system by the deadline given, and a proposed study plan (Learning Agreement) is attached to the online application.

Please note that **it is mandatory to register to all courses and exams** in WebOodi. If the student does not register during the registration period, the student is not allowed to participate on the course. Teachers may also limit the number of participants in their courses, if necessary.

Course/exam registration takes place once you have received your University of Oulu login information close to the start of your exchange period. When registering you will be able to find detailed information on teaching and schedule under **Instruction** and **Examinations** tabs.

### Academic year & teaching periods for 2017-18

#### Autumn term 2017

Period A (1): Sept 4 - Oct 27, 2017

Period B (2): Oct 30 – Dec 22, 2017

#### Spring term 2018

Period C (3): Jan 8 – March 9, 2018

Period D (4): March 12 – May 11, 2018 (+ possible examinations until the end of May)

Please notice that exams might be held after the periods end - check the exam timetables in WebOodi.

For arrival and orientation dates see [www.oulu.fi/university/studentexchange/academic-calendar](http://www.oulu.fi/university/studentexchange/academic-calendar)

### Course codes and levels

Individual course codes include information on the level of course. In OBS there are three different levels of courses. The levels are marked with a **letter at the end of the course codes** (i.e. 721210P), see explanations below. In WebOodi course descriptions the level is indicated in 'Type' section.

In academic year 2017-2018 there are **intermediate (A) and advanced (S) level courses available in English**. All **basic (P) level courses are only available in Finnish**.

### Grading scale

In all courses a student's performance is graded on a scale of 1 to 5 (passed), 5 being the best grade, and failed (0). Detailed information on our academic system is available at <http://www oulu.fi/english/studying/academic-system>

### Language skills

Recommended level of English skills is B2 (CEFR, Common European Framework of Reference for Languages).'

### Which courses can I take?

**Oulu Business School's exchange students** can take basic (P) courses (if available) without any prerequisites. To attend intermediate (A) courses, students need to have some knowledge of that field. To attend advanced (S) courses students need to have extensive knowledge of that field. Please check on course descriptions if there are any particular prerequisites for the courses you'd like to take.

**Exchange students from other faculties/departments** can take basic (P) level courses that are offered in English (if available). Intermediate (A) level courses may be taken, if the student has completed all basic level courses (or similar studies) from the same field. **Advanced (S) level courses cannot be taken**. Before taking any courses, students (or their coordinator in University of Oulu) **must contact Oulu Business School's international coordinator (Liaison)** to agree on the course selections. Students should **not** contact Oulu Business School's teachers about which course to take.

**How many courses should I take?** Suggested work load is 25-30 ECTS credits per semester.

**Any questions** on courses at the Oulu Business School should be addressed to:

Email: Study.Business@oulu.fi

**Further information** on application process and services for incoming exchange students:

<http://www oulu.fi/english/studentexchange> or international.office@oulu.fi

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721135S: Accounting Information Technology, 6 op  
 721193S: Advanced Auditing, 6 op  
 721194S: Advanced Cost Accounting, 6 op  
 721189S: Advanced Financial Analysis, 6 op  
 721190S: Advanced Firm Valuation, 6 op  
 721197S: Advanced International Accounting, 6 op  
 721195S: Advanced Management Control, 6 op  
 721956S: Alternative Investments, 6 op  
 721383S: Asset Pricing, 6 op  
 721436S: Brand Management, 6 op  
 724816P: Building Business Through Creativity and Collaboration, 5 op  
 724812P: Building Change Through Entrepreneurship, 5 op  
 721462S: Business Networks, 6 op  
 721542S: Business Opportunity Creation, 6 op  
 721433S: Consumer Behavior, 6 op  
 721963S: Corporate Finance, 6 op

721128S: Corporate Governance, 6 op  
 721134S: Cost Management Systems, 6 op  
 721539S: Cross-cultural Negotiations, 6 op  
 721472S: Digital Marketing, 6 op  
 721320S: Economic Theory I, 6 op  
 721310S: Economic Theory II, 6 op  
 721958S: Empirical Research in Finance I, 6 op  
 721959S: Empirical Research in Finance II, 6 op  
 724815P: Entrepreneurial Assignment, 5 op  
 721961S: Entrepreneurial Finance, 6 op  
 724811P: Entrepreneurship for Tomorrow, 5 op  
 724813P: Entrepreneurship in Action, 5 op  
 721334S: Environmental Economics, 6 op  
 721191S: Financial Accounting Theory, 6 op  
 721954S: Financial Econometrics, 6 op  
 721960S: Financial Risk Management, 6 op  
 721957S: Fundamentals of Finance, 6 op  
 721342S: Game Theory, 6 op  
 721540S: Global Business Designing, 6 op  
 724210A: Global Economics, 5 op  
 721556S: Globalization and International Management, 6 op  
 721070S: Globally Responsible Business, 6 op  
 721333S: Industrial Organization, 6 op  
 721346A: Intermediate Macroeconomics, 6 op  
 721345A: Intermediate Microeconomics, 6 op  
 723036S: International Entrepreneurship, 6 op  
 721137S: International Financial Reporting, 6 op  
 721317S: International Macroeconomics, 6 op  
 724201A: Internationalization, 5 op  
 721538S: Internationalization Behaviors, 6 op  
 724814P: Introduction to Business Development, 5 op  
 721561S: Leadership Practice and Research, 6 op  
 721536S: Leadership and Change, 6 op  
 721541S: Legal Issues and Innovation Management, 6 op  
 723038S: MNEs, JVs and M&As, 6 op  
 721192S: Management Accounting Research, 6 op  
 724204A: Management Control, 5 op  
 721432S: Managing Customer Relationships, 6 op  
 724202A: Managing Multinationals, 5 op  
 721460S: Marketing Theory, 6 op  
 721338S: Mathematical Economics, 6 op  
 721064S: Methods in Business Research, 6 op  
 721952S: Portfolio Management, 6 op  
 721066S: Principles of Econometrics, 6 op  
 721414S: Purchasing and Supplier Relationships, 6 op  
 721435S: Quantitative Research and Business Intelligence, 6 op  
 721434S: Selling and Sales Management, 6 op  
 721471S: Service Marketing and Management, 6 op  
 724206A: Strategic Marketing Management, 5 op  
 721537S: Strategizing Practices, 6 op  
 721675S: Supply Chain Management, 6 op  
 721463S: Sustainable Marketing Management, 6 op  
 721344S: Urban and Regional Economics, 6 op  
 721559S: Venture Growth Strategies, 6 op

## Opintojaksojen kuvaukset

## Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

### 721135S: Accounting Information Technology, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pasi Ojala

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721184A Accounting Information Technology 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits

**Language of instruction:**

English

**Timing:**

Period C. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.

**Learning outcomes:**

After this course the student can evaluate how the management control of organizations rests upon its technological infrastructure, particularly ERP systems. The student will also be able to evaluate the requirements that such developments impose on management accountants and the management accounting function. S/he will understand how ERP systems connect accounting systems with other business processes such as sales, procurement, materials management and production. In addition, s/he will be able to analyze the key research issues related to this topic.

**Contents:**

Theoretical and practical issues on management accounting and reporting systems function in a modern ICT environment.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

A total of 28 hours of lectures, seminars and IT class exercises, 132 hours of self-study including preparation to case presentation.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

Not applicable.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

Collection of articles.

**Assessment methods and criteria:**

Literature examination, case presentations.

**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:**

The course includes an exercise that makes use of the SAP system, which develops highly relevant skills for those seeking employment in large organizations.

**Other information:**

The number of students is limited.

## 721193S: Advanced Auditing, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Petri Sahlström

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period C. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.

**Learning outcomes:**

After passing the course, the student is able to apply key theories underlying the audit process and research. Thus, the student is able to justify decisions made in audit work and research projects. For example, the student is able to assess audit risk and take it into account when planning audit tasks or when pricing audit services. Student is able to make responsible and ethical decisions in auditing tasks. Moreover, student is able to write, communicate, and have professional discussions around central auditing topics.

**Contents:**

Reasons why auditing exists. Concept of audit quality – quality surrogates. Audit sampling theories and applications. Professional responsibilities and ethics. Audit pricing.

**Mode of delivery:**

Face-to-face – teaching in form of lectures, seminars and student's presentations.

**Learning activities and teaching methods:**

Lectures and seminars 36 h, term paper 40 h, self-study 84 h. These include class discussions with a visiting executive and students' presentations. The term paper is completed as a group work and presented and discussed in the class.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

The required prerequisite is the understanding of financial reporting and basics of auditing. Therefore, the recommended prerequisite is the completion of the following courses prior enrolling for the course unit: 721137S International Financial Reporting and 721132S Auditing.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Eilifsen, Messier, Glover, Prawitt: Auditing & Assurance Services - International Edition, 2010 or newer](#). Reading package provided by the lecturer.

**Assessment methods and criteria:**

The assessment criteria of the course unit are based on the learning outcomes of the course unit. Assessment covers the exam, the term paper (a group work) including the term paper presentations and discussions, preparation of in class discussions and presentations (group work).

**Grading:**

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

**Person responsible:**

Professor Petri Sahlström.

**Working life cooperation:**

Students practice audit planning and audit tasks. Teachers of the course have strong practical experience from auditing work especially from company's top management point of view. One guest lecturer has 30 years of experience in top management (CEO, head of board) of listed companies. The other teachers have practical experience in boards of companies and audit supervision authorities.

**Other information:**

The number of students is limited.

## 721194S: Advanced Cost Accounting, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Janne Järvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.

**Learning outcomes:**

After this course the student can construct cost accounting systems and critically evaluate the choices made in their design. S/he will be able to distinguish the systems that are most likely to be suitable for particular types of organizations. The student will also be able to use spreadsheet tools in performing complex cost accounting and budgeting calculations.

**Contents:**

Cost allocation theory and practice, variable vs. absorption cost systems, activity-based costing, TDABC systems.

**Mode of delivery:**

Face-to-face –teaching.

**Learning activities and teaching methods:**

Lectures 12 h, spreadsheet (excel) + other computer lab exercises 28 h, teamwork and self-study 120 h.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

721134S Cost Management Systems

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Zimmerman, J.L. Accounting for Decision Making and Control, 8<sup>th</sup> ed. McGraw-Hill, Prentice-Hall, 2013.](#)

**Assessment methods and criteria:**

Coursework, exercises and term paper.

**Grading:**

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

**Person responsible:**

Professor Janne Järvinen

**Working life cooperation:**

Students learn to master cost accounting calculations, as well as to make use of Excel to carry them out, which lie at the heart of management accounting practice. In addition, students will design a sophisticated TDABC system under the guidance of a practitioner.

**Other information:**

The number of students is limited.

## 721189S: Advanced Financial Analysis, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Petri Sahlström

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.

**Learning outcomes:**

After passing the course, the student is able to use the analysis tools frequently applied in financial accounting. Thus, the student is able to assess and produce information needed in decision-making related to financial information. Moreover, the student is able to make their own research in the area of financial analysis literature. Student is able to write, communicate, and have professional discussions around central financial analysis topics.

**Contents:**

Distributional properties of financial ratios, predictability of the accrual- and cash flow-based financial statement items, and economic interpretation of financial ratios.

**Mode of delivery:**

Face-to-face –teaching in form of lectures, seminars and student's presentations.

**Learning activities and teaching methods:**

Lectures and seminars 24 h, term paper 40 h, self-study 96 h. The term paper is completed as a group work and presented and discussed in the class.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

The required prerequisite is the understanding of financial reporting and financial analysis. Therefore, the recommended prerequisite is the completion of the following course prior enrolling for the course unit: 721137S International Financial Reporting.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Rees, B. \(1995\). Financial Analysis. Prentice Hall.](#) Reading package.

**Assessment methods and criteria:**

The assessment criteria of the course unit is based on the learning outcomes of the course unit. Assessment covers exam and term paper (a group work) including the term paper presentations and discussions.

**Grading:**

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

**Person responsible:**

Professor Petri Sahlström.

**Working life cooperation:**

After passing the course, the student is able to use the analysis tools frequently applied in financial accounting. Thus, the student is able to assess and produce information needed in decision-making related to financial information. All teachers have strong practical experience from various financial analysis tasks. E.g. one guest lecturer is working in a bank as a senior manager making financing decisions of the companies.

**Other information:**

The number of students is limited.

**721190S: Advanced Firm Valuation, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Kallunki Juha-Pekka

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> Spring semester.

**Learning outcomes:**

After passing the course students can use different firm valuation methods, can identify advantages and disadvantages of these methods, and can assess their usability in different valuation situations. Student can also

analyze the determinants of the value creation of the firm, and can complete advanced analyses of profitability, financial leverage and growth of the firm. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Contents:**

Lectures, exercises, and case discussions and presentations

**Mode of delivery:**

Face-to-face teaching, case presentations and discussions.

**Learning activities and teaching methods:**

32 h of lectures, 8 h of exercises and class discussions/student, case works 50 h , self-study 70 h.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

The required prerequisite is the completion of the following courses prior to enrolling for the course unit: 721137S International Financial Reporting.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Penman, S. A. \(2004\). Financial Statement Analysis and Security Valuation. McGraw-Hill](#); research articles; and cases.

**Assessment methods and criteria:**

Electronic exam and case works.

**Grading:**

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

**Person responsible:**

Professor Juha-Pekka Kallunki.

**Working life cooperation:**

The course focuses on working life skills on how financial analysts, corporate finance advisors and investors use firm valuation tools in daily tasks in their organizations.

**Other information:**

The number of students is limited.

## 721197S: Advanced International Accounting, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Henry Jarva

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period B. It is recommended to complete the course during the Master's programme's 2<sup>nd</sup> fall semester.

**Learning outcomes:**

After passing the course, the student is able to interpret and apply more challenging issues of International Financial Reporting Standards (IFRS) such as lease accounting, impairment of assets, measurement of financial instruments, financial reporting for owners' equity, intercorporate equity investments. In addition, the student is able to take a critical view on the IFRS Conceptual Framework and standard setting process.

**Contents:**

The course comprises the following topics: Fair value measurements, lease accounting, impairment of assets, measurement of financial instruments, financial reporting for owners' equity, intercorporate equity investments.

**Mode of delivery:**

Face-to-face teaching and independent work.

**Learning activities and teaching methods:**

Lectures (20 hours), exercises (10 hours), term paper (32 hours), self-study (98 hours).

**Target group:**

Major students.



**Prerequisites and co-requisites:**

721137S International Financial Reporting

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Revsine, Collins, Johnson & Mittelstaedt: Financial Reporting and Analysis, 5th ed. \(2011\). McGraw-Hill/Irwin. Selected chapters.](#)

[OR: Revsine, Collins, Johnson, Mittelstaedt & Soffer: Financial Reporting and Analysis, 6th ed. \(2015\). McGraw-Hill/Irwin.](#)

[OR: MacKenzie, Coetsee, Njikizana, Chamboko, Colyvas & Hanekom: Wiley IFRS 2014: Interpretation and Application of International Financial Reporting Standards \(11th Edition\). Selected chapters.](#)

**Assessment methods and criteria:**

Exam (80%), term paper (20%).

**Grading:**

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

**Person responsible:**

TBA

**Working life cooperation:**

This course provides essential knowledge and skills needed for working in accounting departments of companies following IFRS. Likewise investors, financial analysts and auditors working with such companies will need the skills developed during this course.

**Other information:**

The number of students is limited.

**721195S: Advanced Management Control, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sinikka Moilanen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course during the Master's programme's 2<sup>nd</sup> fall semester.

**Learning outcomes:**

Upon the completion of the course students can identify various theoretical perspectives on studying management control systems. Students are able to analyse management accounting and control research with the help of those perspectives, which assists them in their Master's Thesis work. They are also able to combine the research findings to their own experiences and real business life. Students can thus compare the functionality of different accounting control tools and assess the multifaceted influences management accounting and control tools may have on the organization and on people's behaviour.

**Contents:**

The organizational and people side of accounting and control systems: how budgeting, transfer pricing, financial and non-financial performance measures may be used to influence, motivate and control what people do in organizations.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures with small group-based exercises 28 h and a possibility for blended learning with the help of Optima, term paper 63 h, self-study 63 h.

**Target group:**

Major students of Accounting and International Business Management.

**Prerequisites and co-requisites:**

Basic course of management accounting or management control; OR Kaplan, R., Atkinson, A: Advanced Management Accounting: Pearson New International Edition (as applicable), 3rd Edition (2013), Sections 7-10.

**Recommended optional programme components:**

Courses of Management Accounting specialization or the first year studies of International Business Management programme.

**Recommended or required reading:**

[Hopper, T.; Scapens, R. W.; Northcott, D.: Issues in Management Accounting \(Chapters 9, 11 and 12\), Prentice Hall, 3rd edition \(2007\);](#)

A Collection of Articles.

**Assessment methods and criteria:**

Students complete a lecture and literature examination in Examinarium and write a term paper independently or in a group. Both comprise 50% of the final grade. Assessment is based on the learning outcomes of the course unit and the more detailed assessment criteria will be available in the course material. The students may also choose to compensate a part of the exam by participating actively in the lectures and/or doing home assignments in Optima.

**Grading:**

The 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:**

Students learn how to use research findings in order to understand the functionality of different accounting control tools. They are able to design accounting-based management control tools and assess their effects on the behavior of employees. Visiting lecturer from a management consultancy firm discusses international transfer pricing.

**Other information:**

The number of students is limited.

**721956S: Alternative Investments, 6 op**

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Joenväärä

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period D.

**Learning outcomes:**

Upon completion of the course, the student knows the recent stylized facts about the performance of alternative asset classes. The student understands the risk and return characteristics of alternative asset classes and how to use alternative assets in portfolio management.

**Contents:**

Tradeable instruments, commodities, hedge funds, real estate.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and exercises. Independent studying 124 hours.

**Target group:**

Major students in finance. The course is also available for the students, who need to complete their 60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Material provided by the instructors.

**Assessment methods and criteria:**

Final exam

**Grading:**

1-5.

**Person responsible:**

Juha Joenväärä

**Working life cooperation:**

Understanding of how the inclusion of alternative asset classes in an investment portfolio affects the characteristics of the portfolio is essential from the point of view of practical portfolio management.

**Other information:**

The number of students is limited.

## 721383S: Asset Pricing, 6 op

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Joenväärä

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

Upon completion of the course, the student will be able to state the theoretical foundations for asset pricing models, derive the stochastic discount factor and asset pricing models, empirically test these models using various methods, describe empirical evidence of some stylized facts about stock returns, analyze mutual fund performance and performance persistence.

**Contents:**

Market completeness, law of one price and discount factors, CAPM and various factor models, cross-sectional regressions, joint tests of significance, Fama-MacBeth procedure, mutual funds' alphas and persistence.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and exercises. Independent studying 124 hours.

**Target group:**

Major students in finance. The course is also available for the students, who need to complete their 60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Lecture notes; [Cochrane: Asset Pricing](#); other assigned literature.

**Assessment methods and criteria:**

Final exam (60%) and exercises (40%)

**Grading:**

1-5.

**Person responsible:**

Hannu Kahra

**Working life cooperation:**

The knowledge of the theoretical and empirical foundations of asset pricing models enables the student to implement different financial models for practical decision making.

**Other information:**

The number of students is limited.

## 721436S: Brand Management, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Salla Saraniemi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C. It is recommended to complete the course at the 1st Spring semester.

**Learning outcomes:**

Upon completion of this intensive course the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies. The student is able to assess the brand value from the perspectives of the firm, customers, and different stakeholders. The student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to analyze different phases and factors of the branding process and to formulate different research possibilities within the brand phenomenon. Accordingly the students are able to make brand related decisions and apply brand perspective as a strategic asset of businesses. Students are also able to communicate and popularise research results and scientific knowledge to public audiences.

**Contents:**

The brand phenomenon wide ranging and from contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and the development of brand research, branding strategies, brand communication, brand value, network perspective in branding, market shaping brands. In addition, different branding contexts are examined, e.g. SME branding, service branding, B2B branding, place branding, digital branding and non-profit branding.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Preparation for and passing a pre-exam based on three articles (will be announced in Nov at Noppa) (40 h), introductory and visiting lectures (16 h), reading the assigned articles and group work (including real-life case) (40 h), group presentation and guided discussions, attending and evaluating the group presentations (24 h), learning diary (40 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Articles determined for the pre-exam (arranged as home-exam) AND an article collection announced at the beginning of the course.

**Assessment methods and criteria:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation during the course (40 %) and a learning diary (40 %). The assessment is based on the learning outcomes of the course unit.

**Grading:**

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

**Person responsible:**

Dr. Salla Saraniemi

**Working life cooperation:**

The course includes guest lectures from different fields of branding. The student group will carry on a small branding project to a company as part of their group work.

**Other information:**

The number of students is limited.

## 724816P: Building Business Through Creativity and Collaboration, 5 op

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period B

**Learning outcomes:**

Upon completion of the course, the student will be familiarized with concepts of learning, collaboration, creativity and emotions. The student will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyze emotions, such as uncertainty, frustration, enthusiasm and joy alone and in teams. The students will produce a piece of art as an outcome of the course workshops, and organize and host an art exhibition together.

**Contents:**

The method of this course is based on studio pedagogy. In practice the course employs creative collaborative methods to learn and experience entrepreneurship through art. This process enables outside of the -box thinking, creative propositions and getting to know multidisciplinary team members through concrete learning -by doing approach. Art is used as an illustration, as materials for case studies, and as a place to work and develop business oriented thinking. The art world is a new 2 metaphor to describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams. More information from the concept behind the course can be found from <http://improbable.strikingly.com/>

**Mode of delivery:**

Face-to-face sessions and workshops

**Learning activities and teaching methods:**

Producing a piece of art and presenting it in an exhibition together with others (36 hours). Reflecting the learning experiences in a personal learning diary during the course (30 hours). Reading course materials (66 hours).

**Target group:**

Open to all

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Materials provided during the course

**Assessment methods and criteria:**

Compulsory participation and commitment to the teamwork. Learning diary assessment.

**Grading:**

The course utilizes verbal grading scale "pass/fail"

**Person responsible:**

Johanna Bluemink

**Working life cooperation:**

Students learn practical entrepreneurial skills through artistic process.

**Other information:**

The number of students is limited

## 724812P: Building Change Through Entrepreneurship, 5 op

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724812P Building Change Through Entrepreneurship (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### ECTS Credits:

5

### Language of instruction:

English

### Timing:

Period C

### Learning outcomes:

Students (1) understand the key terms, concepts and processes of entrepreneurship, (2) are able to analyze the feasibility and viability of a business opportunity, (3) know how to create a start-up, (4) understand the elements of marketing of a start-up, (5) know how to build a team and lead a start-up and (6) are able to reflect on the ethical and social impact of entrepreneurship.

### Contents:

Introducing entrepreneurship, discovering opportunities, business planning, effective business model, ethical and social foundation, financial viability, acquiring financing, marketing issues, building a team, preparing for growth, strategies for growth

### Mode of delivery:

Face-to-face teaching and coaching

### Learning activities and teaching methods:

16 hours of lectures with reflection of lectures, 20 h workshops and preparing for the workshops, writing the assignment reports. The course includes lectures, study group work and individual work. In addition, the students are required to independently read course literature and prepare for the assignments (98 hours). Further details will be provided by the responsible persons in the first session.

### Target group:

University students

### Prerequisites and co-requisites:

No

### Recommended optional programme components:

No

### Recommended or required reading:

Barringer, B. & Ireland, D. (2012). Entrepreneurship: Successfully Launching New Ventures, 4 th Edition. Prentice Hall.

### Assessment methods and criteria:

Assessment will be based on the presence in the lectures, study group work and individual assignments.

### Grading:

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

### Person responsible:

Vesa Puhakka and Anne Keränen

### Working life cooperation:

The course includes workshops coaching on new business creation. In the workshops are analyzed real-life situations, designed solutions and practiced new business creation skills.

### Other information:

No

## 721462S: Business Networks, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period C

**Learning outcomes:**

Upon completion of the course, students have deepened their theoretical understanding of business networks. They are able to explain, why the different kinds of networks are important in global business life and how they are able to coordinate them considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. They are able to analyze the underlying logic of different types of strategic nets, learning, and knowledge transfer within the global network likewise sources of conflict and conflict resolution strategies. After passing this course, students are capable to evaluate and argue the relevance and usefulness of such theories in their Master's Thesis when needed. In addition, students have enhanced their multicultural teamwork skills in group working.

**Contents:**

Lectures and related material include the following themes: 1) Principles of network thinking and basic concepts; 2) Networks and strategic thinking; 3) Different kind of strategic nets, their management mechanisms and capabilities needed (from subcontractor networks to development and innovation networks); 4) Networking in international context; 5) Learning and knowledge in the network context and 6) Sources of conflict in networks and conflict resolution.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Students need to attend the pre-exam (40 h) to enter the course. 36 hours lectures and related article analysis and mini cases, multicultural group work and related presentation (30 h), independent reading of the textbooks and related material for the exam or individual assignment to pass the course (54 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

A pre-exam needs to be passed (book Håkansson, H. & Snehota, I eds: *Developing Relationships in Business Networks*, 1995). Detailed information on the pre-exam will be provided on Noppa.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

The pre-exam: [Developing Relationships in Business Networks \(1995\) Håkansson, H. & Snehota, I \(eds.\)](#) (sections given by the lecturer before the course).

The final exam: Lecture material AND [Parolini, C. \(1999\) The Value Net – A Tool for Competitive Advantage.](#)

**Assessment methods and criteria:**

Assessment will be at three stages. Pre-examination will determine 20% of the grade. The group work conducted during the course will determine 30% and the final exam or individual assignment 50%. The assessment is based on the learning outcomes of the course unit.

**Grading:**

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

**Person responsible:**

Dr. Satu Nätti

**Working life cooperation:**

Understanding strategic nets and their orchestration is a highly relevant work life skill in modern business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, practicing multicultural teamwork during the course gives relevant skills for work life.

**Other information:**

The number of students is limited.

## 721542S: Business Opportunity Creation, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Xiaotian Zhang

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721520A Business Opportunity Creation 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits / 160 hours of work

### **Language of instruction:**

English

### **Timing:**

Period B. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

### **Learning outcomes:**

At the completion of this course, participants are able to apply creativity in identifying business opportunities. They know the methodology of knowledge acquisition on business opportunity identification. Through the in-class practices on opportunities selections, participants will be able to select opportunities that have commercial and market viability. Students are able to integrate and compose their innate creativity, innovation and entrepreneurial skills to harness ideas through opportunities. In particular, students will be able to discriminate between idea engineering workshops and elevator pitch presentations in demonstrating unique value propositions to target audiences. Participants will also be able to experiment with their own potential ideas as opportunity explorers and measure/judge them from an entrepreneurial perspective. Students also have understanding on creating business opportunities in emerging economies such as in BRICS countries. Students are also able to express their ideas effectively in oral form.

### **Contents:**

This course is expected to substitute real life business opportunity creation within simulated workshop settings. The contents of the course include: 1) Introduction of the basic concepts, historical developments and schools of business creation; 2) Illustrations of the contemporary methods of business opportunity creation in high growth ventures. The main themes are: i) intellectual and social capital as the generating forces behind opportunity creation; ii) environmental dynamism as the setting providing opportunities for new business; iii) opportunity creation as strategy-making behavior; and iv) performance as the reflection of the value of opportunity created in the market-place.

### **Mode of delivery:**

Face-to-face teaching

### **Learning activities and teaching methods:**

24 hours lectures with reflection (48 h), 12 hours team work sessions (12 h), reading the course literature (20 h), writing the reports (44 h). The course will be taught in intensive sessions consisting of fieldwork, workshops, lectures and team-work. The main method is solution creation to real business situations by using problem-based learning. Students are expected to maintain a minimum of 70% attendance of sessions.

### **Target group:**

Students of the Master's program in International Business Management

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

Basic and intermediate studies in international business management

### **Recommended optional programme components:**

No

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

Article collection and online material.

### **Assessment methods and criteria:**

Individual elevator/ rocket pitch report 30% (in-class presentation, 1.5 min); Team-work presentation 30% (25 min pitch to target audience creatively: CEO, investor, bank, potential users, etc.); Written exam 40%.

### **Grading:**



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

**Person responsible:**

Xiaotian Zhang

**Working life cooperation:**

The course develops working life skills through the following: 1) Substitute real life business opportunity creation within simulated workshop settings, 2) developing awareness of generating real life business opportunities; applying entrepreneurship methods; keeping deadlines; learning to create ventures and form up team-works, 3) reporting main points, and combining different aspects together for critical discussion; oral presentation skills. 4) Experience sharing by entrepreneurs and fast growing ventures.

**Other information:**

The number of students is limited.

## 721433S: Consumer Behavior, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits/ 160 hours of work.

**Language of instruction:**

English

**Timing:**

Period A. It is recommended to complete the course at the 1st fall semester.

**Learning outcomes:**

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and social media) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small scale consumer behavior research.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Learning material AND [Solomon, M.R. \(2014\) Consumer Behavior. Buying, Having, and Being.](#)

**Assessment methods and criteria:**

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

Applications to managerial decision making are emphasized. Visiting industry experts. Group work skills

**Other information:**

The number of students is limited.

## 721963S: Corporate Finance, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Markku Vieru

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721922A Theory of Corporate Finance 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C

**Learning outcomes:**

Upon completion of the course, the student understands the key concepts of corporate finance theory. The student is able to analyze the capital structure and payout decisions, motivations behind mergers and acquisitions, and the effects of conflicts of interest between different corporate stakeholders on corporate decision making.

**Contents:**

Signaling theory, agency theory, optimal capital structure, dividend policy, mergers and acquisitions.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and exercises, including article presentations. Independent studying 124 hours.

**Target group:**

Major students in finance. Elective for major students in accounting. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Lecture notes; [Copeland, Weston & Shastri: Financial Theory and Corporate Policy.](#)

**Assessment methods and criteria:**

Final exam.

**Grading:**

1-5

**Person responsible:**

Markku Vieru

**Working life cooperation:**

The course enables the student to understand the practical consequences of the different financial decisions on the value of the firm.

## 721128S: Corporate Governance, 6 op

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Kallunki Juha-Pekka

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period B. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> Fall semester.

**Learning outcomes:**

After passing the course, students are familiar with the agency theory and its various research and practical implications. They are also familiar with the elements of the governance system of the firm, are able to recognize the warning signs of the potential collapse of the governance system, can assess the features of different executive incentive system, and are able to recognize situations of likely accounting fraud. Students can act responsibly in difficult situations of being asked to act dishonestly. Finally, students are familiar with the practices of societally and environmentally sustainable business conduct and able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Contents:**

Lectures, case discussions and presentations, and videos simulating governance-related decisions.

**Mode of delivery:**

Face-to-face –teaching, case presentations and discussions.

**Learning activities and teaching methods:**

36 h of lectures, 6 h of class discussions/student, case works 50 h, self-study 70 h.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

Not applicable.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Kenneth Kim, John Nofsinger and Derek Mohr \(2010\), 'Corporate Governance', 3rd Edition, Pearson Prentice Hall](#)

; lecture notes; research articles; and cases.

**Assessment methods and criteria:**

Exam and case works.

**Grading:**

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

**Person responsible:**

Professor Juha-Pekka Kallunki.

**Working life cooperation:**

Lecturer of Practice Pertti Huuskonen teaches a part of the course. Visiting Professor Henrik Nilsson (Stockholm School of Economics) teaches another part of the course. The course focuses heavily on working life skills on how students should react in challenging corporate governance situations in organizations.

**Other information:**

The number of students is limited.

## 721134S: Cost Management Systems, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Janne Järvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period C. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> spring semester.

**Learning outcomes:**

After this course the student is able to identify and make use of various systems intended for reducing and controlling costs. S/he will also be able to recognize the types of calculations used in various decision making situations, and understand various business processes and operations and connections between them.

**Contents:**

Using cost information in decision making, cost allocations, ABC/M systems, cost management, target costing.

**Mode of delivery:**

Face-to-face –teaching.

**Learning activities and teaching methods:**

14h of lectures, 16h exercises and self-study 130 h, which includes case assignments.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

Not applicable.

**Recommended optional programme components:**

None.

**Recommended or required reading:**

[Kaplan, R. and Atkinson, A. Advanced Management Accounting: Pearson New International Edition. 3rd Edition 2013, Chapters 1-6 & 12.](#)

[Braun, K.W. and Tietz, W.M. Managerial Accounting: 3th or newer ed., Chapter 4.](#)

[Drury, C. Management and cost accounting, 8th or newer ed. Cengage Learning EMEA, Chapters 21-22 and other specified parts.](#)

**Assessment methods and criteria:**

Literature examination and exercises.

**Grading:**

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

**Person responsible:**

Assistant Professor Hannele Kantola

**Working life cooperation:**

The course will develop essential skills required in the work of management accountant / controller, including the formulation and solving of cost calculation problems for reducing and controlling costs in various decision making situations.

**Other information:**

The number of students is limited.

## **721539S: Cross-cultural Negotiations, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** John Meewella

**Opintokohteen kielet:** English

**Leikkaavuudet:**

723021A Cross-Cultural Negotiations 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS / 160 hours of work

**Language of instruction:**

English

**Timing:**

Periods A and B. It is recommended to complete the course at the 1st autumn semester of the Master's program.

**Learning outcomes:**

Upon completion the student will be able to prepare for, participate in, and lead cross-cultural and international business negotiations. The student will be able to apply different theories, tools and information for analyzing and interpreting cross-cultural negotiation situations. The students will recognize and relate cross-cultural negotiation situations to business strategy and to the cross-cultural and international business context.

**Contents:**

The contents of the course cover theories and tools of: How to conduct cultural and technical preparations for cross-cultural negotiations? How to build negotiation strategy and tactics? How dynamics of cross-cultural negotiations can be analyzed in differing cultural settings? and How cross-cultural setting influences to the sales process? Specific attention is paid to major cultural blocks and their special characteristics regarding negotiations.

**Mode of delivery:**

The course will be held as a face-to-face teaching. Additionally the students need to prepare the negotiation exercise and report independently in groups and conduct the 1-hour negotiation exercise facilitated in front of a lecturer.

**Learning activities and teaching methods:**

20 hours lectures with reflection (40h), 16 hours negotiation exercises in class, team work 42 hours, self-study 42 hours. The lectures will be held as a face-to-face teaching and the cross-cultural negotiation exercise will be completed in student groups.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

no

**Recommended or required reading:**

Hendon, D., Hendon R. & Herbig, P. (1999). Cross-cultural business Negotiations. Quorum books. Ghauri, P.N. & Usunier, J-C. (2003). International Business Negotiations. Elsevier Ltd.

[Check the availability of course material from this link.](#)

**Assessment methods and criteria:**

Exam and exercises and exercise report prepared in a team.

**Grading:**

1-5. In the numerical scale zero stands for a fail.

**Person responsible:**

John Meewella

**Working life cooperation:**

No

**Other information:**

The number of students is limited.

## 721472S: Digital Marketing, 6 op

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

After completing the course, the student is able to (1) understand the core concepts related to digital marketing, (2) assess the characteristics of digital media in comparison to traditional media, (3) plan digital marketing at strategic and tactical levels, and (4) analyze digital marketing performance against the business objectives.

**Contents:**

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. A particular emphasis is on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing development plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) digital marketing objectives and strategic movements, (3) digital marketing tactics, (4) digital analytics, and (5) strategic planning and management of digital marketing

**Mode of delivery:**

Blended approach

**Learning activities and teaching methods:**

36 hours lectures. In addition, independent reading of the articles and other related material, 124 h.

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Article collection AND other material appointed by the lecturer as well as possible compendium.

**Assessment methods and criteria:**

Assignments (30%), Group work (70%)

**Grading:**

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

**Person responsible:**

Tero Huhtala and Jari Juga

**Working life cooperation:**

First-hand experience of social media and other digital marketing practices and analytics. Visiting lecturers from companies and/or other expert organizations.

**Other information:**

The number of students is limited.

## 721320S: Economic Theory I, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jaakko Simonen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1C

**Learning outcomes:**

The student should learn rigorously the basic concepts and analytical tools of modern microeconomic theory. He /she should be able to apply those tools in the thesis work. Upon completing the required coursework the student is able to formulate and solve objective based optimization problems of households and firms. The student masters and knows how to interpret the general equilibrium results. The student is able to judge and interpret the role of uncertainty in decision making. He/she knows the basic theorems of welfare economics. The student is able to formulate and interpret the basic models of strategic behavior. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

Constrained optimization problems of economic agents, market analysis, general equilibrium analysis, welfare economics, decision making under uncertainty, information economics.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures, 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

The first year Master's students

**Prerequisites and co-requisites:**

Intermediate micro and macroeconomics, mathematical economics.

**Recommended or required reading:**

[Cowell, F. \(2006\): Microeconomics. Principles and Analysis](#); [Gravelle, H. & Rees, R. \(2004\): Microeconomics](#), and required readings from a list of readings for the course. Active following of current topics e.g. from the Economist or Financial Times.

**Assessment methods and criteria:**

Written exam and a short term paper

**Grading:**

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

**Person responsible:**

Professor (acting) Jaakko Simonen

**Working life cooperation:**

Students learn relevant analytical and quantitative skills to analyse the operation of markets and relevant competitive situations for firms and their decision making. The required short term paper enhances further their ability to write concisely about the functioning of markets.

**Other information:**

The number of students is limited.

## 721310S: Economic Theory II, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Puhakka Mikko

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 2B.

**Learning outcomes:**

Student is able to apply dynamic models in the analysis of aggregate economy. He/she can also use these models in empirical analyses, and is well prepared to write a Master's thesis. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

A review of ISLM and ADAS models. Two-period models, introduction to dynamic programming, economic growth, new keynesian macro, fiscal policy, search theory.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 lectures and 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

The second year Master's students.

**Prerequisites and co-requisites:**

Intermediate micro and macroeconomics, mathematical economics, and preferably Economic Theory I.

**Recommended optional programme components:**

Active following of current topics e.g. from the Economist or Financial Times.

**Recommended or required reading:**

[P. Minford and D. Peel, Advanced Macroeconomics. Edvard Elgar 2002. M. Puhakka, "Lecture Notes on Two-Period Models in Macroeconomics" \(2005\)](#), and required readings from a list of readings for the course.

**Assessment methods and criteria:**

Written exam and a concise term paper.

**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:**

Students learn relevant analytical and quantitative skills to prepare useful (for decision makers) reports on the state of the economy, say at the levels required in central banks and ministries of finance. The required short term paper enhances further their ability to write concisely about the state of the economy.

**Other information:**

The number of students is limited.

**721958S: Empirical Research in Finance I, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Perttunen, Jukka Olavi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Periods A-B

**Learning outcomes:**

Upon completion of the course, the student understands the nature of empirical research and is able to write a literature review of a specified topic in finance. The student knows current research topics in finance and the availability of empirical databases for financial research. The student is able to conduct basic empirical analyses of financial data using Excel and SAS. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

The nature of empirical research, writing of a literature review, writing of a research report, current research topics in finance, finance databases, Excel modeling, basics of SAS-programming.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

52 hours lectures and exercises. Independent studying 108 hours.

**Target group:**

Major students in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials provided by instructors.

**Assessment methods and criteria:**

The required minimum participation rate is 40 hours. The student has to write a 1) literature review of an assigned research topic in finance, and complete a home exercise in both 2) Excel modeling and 3) SAS-programming. The three assignments are graded with the scale 1-5. The final grade of the course is the arithmetic mean of the three subgrades.

**Grading:**

1-5

**Person responsible:**

Jukka Perttunen



**Working life cooperation:**

The course introduces the main empirical methods that are frequently applied in both academic research and financial services industry.

**Other information:**

The number of students is limited.

**721959S: Empirical Research in Finance II, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Joenväärä

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Periods C-D

**Learning outcomes:**

Upon completion of the course, the student is able to formulate an empirical research design for a specified research problem in finance. The student knows the essential methods of measurement in empirical finance research. The student is able to independently analyze empirical financial data using SAS.

**Contents:**

Empirical research design, building and analyzing empirical data matrices, reporting of estimation results, risk estimation, portfolio optimization, portfolio performance measurement.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

40 hours lectures and exercises. Independent studying 120 hours.

**Target group:**

Major students in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials provided by instructors.

**Assessment methods and criteria:**

The required minimum participation is 32 hours. The student has to complete eight home exercises which are with the scale 1-5. The final grade of the course is the arithmetic mean of the three subgrades.

**Grading:**

1-5

**Person responsible:**

Juha Joenväärä

**Working life cooperation:**

The course introduces the main empirical methods that are frequently applied in both academic research and financial services industry.

**Other information:**

The number of students is limited.

**724815P: Entrepreneurial Assignment, 5 op**

**Voimassaolo:** 01.06.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sari Perätalo

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Free. The schedule for the course is agreed on the individual basis.

**Learning outcomes:**

Upon completion of the course the students are familiarized with entrepreneurial activity in society and possess skills that help to solve entrepreneurial problems and make change. Students will have an insight into the diversity of entrepreneurship and gain understanding of the specific aspects of entrepreneurship.

**Contents:**

Studies are individually tailored upon acceptance by the course instructor. Students complete the course through participating in different entrepreneurship supporting activities. The students can for example participate in TellUs Innovation Arena boot camps, events or volunteering program. In addition students can include activities organized by other stakeholders (e.g. faculties, public organizations or third sector organizations). In addition, the students reflect their learning in a report.

**Mode of delivery:**

Face-to-face

**Learning activities and teaching methods:**

Individual and group work (132h). Teaching methods vary depending on the entrepreneurial project, event, workshop, etc. a student has participated in.

**Target group:**

University students

**Prerequisites and co-requisites:**

Student should have completed 724813P Entrepreneurship in action -course before taking this course.

**Recommended optional programme components:**

The course does not require additional studies carried out at the same time.

**Recommended or required reading:**

Reading materials are agreed individually with the responsible person.

**Assessment methods and criteria:**

Assessment is based on an individual report that a student is expected to deliver after participating in an entrepreneurship-related event, workshop, project, etc.

**Grading:**

The course utilizes verbal grading scale "pass/fail".

**Person responsible:**

Irina Atkova

**Working life cooperation:**

The course allows the students to gain first-hand entrepreneurial experience in various forms.

**Other information:**

No

## **721961S: Entrepreneurial Finance, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Andrew Conlin

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721371A Entrepreneurial Finance 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period B

**Learning outcomes:**

Upon completion of the course, the student will understand the issues faced when financing entrepreneurial ventures. The student will also understand the interaction between the strategy and the financing of a start-up venture. The course will focus on the decisions from the entrepreneur's point of view, while also exposing students to the financier's point of view.

**Contents:**

Entrepreneur vs self-employed, the amount, timing, and source of funding, the structure of the funding, agency issues.

**Learning activities and teaching methods:**

36 hours of lectures and 124 hours of independent studying.

**Target group:**

Major students in finance. The course is also available for the students, who need to complete their 60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials provided by instructors.

**Assessment methods and criteria:**

Final exam

**Grading:**

1-5

**Person responsible:**

Andrew Conlin

**Working life cooperation:**

The understanding of the special issues facing entrepreneurial ventures is essential for the development of successful financing practices of small and medium-sized enterprises.

**Other information:**

The number of students is limited.

## 724811P: Entrepreneurship for Tomorrow, 5 op

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period B

**Learning outcomes:**

Students develop skills for creative problem solving; students understand that entrepreneurial behavior can take place within many contexts (new ventures, associations, government agencies, and existing businesses); students are able to recognize and analyze business opportunities and social problems.

**Contents:**

The course outlines interdisciplinary skills that foster the creation of an entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in society. The focus is on entrepreneurial mindsets and what entrepreneurship requires from individuals and teams, especially from the “me/us as entrepreneur” standpoint. During the course students familiarize themselves with the role of business in society.

**Mode of delivery:**

Blended study methods including workshopping, face-to-face teaching, coaching and online assignments.

**Learning activities and teaching methods:**

Learning takes place by means of intensive lectures, visitor presentations and discussions, workshops and exercises both in class and in different places with real life entrepreneurship professionals.

**Target group:**

University students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Articles and course specific material.

**Assessment methods and criteria:**

Assessment is based on learning diary type reflection reports prepared by the student based on course materials, lectures and meetings with entrepreneurship professionals.

**Grading:**

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

**Person responsible:**

Jan Hermes, Petri Ahokangas and Anne Keränen

**Working life cooperation:**

The course includes real life case examples and meetings with entrepreneurship practitioners. Students learn interdisciplinary skills that can be applied in real work life.

**Other information:**

no

## 724813P: Entrepreneurship in Action, 5 op

**Voimassaolo:** 01.08.2017 - 31.12.2020

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Niina Karvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Periods A-D

**Learning outcomes:**

Upon completion of the course, the students are able to apply the core competencies of his/her studies in a real life entrepreneurship context. Students are able to realize and start working with a business opportunity or social problem in practice to find a solution. The student will improve his/her entrepreneurial skills; multicultural group working, problem solving, communicating and presenting. Students choose one of the Business Kitchen's Programmes; Demola, Avanto Accelerator or Arctic Business Corridor to entrepreneurship in action course.

**Contents:**

In these studies students generally co-operate in workshops where they learn practical methods of entrepreneurship like business model creation and validation processes, lean methodology, marketing, branding, basic financial management and presenting ideas e.g. pitching.

**Mode of delivery:**

Face-to-face teaching and coaching.

**Learning activities and teaching methods:**

Bootcamps, workshops, group work, individual guidance. Most of the exercises are completed as group work (132 h).

**Target group:**

University students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Materials vary according to the programme

**Assessment methods and criteria:**

Programme specific assessment that may include both group and individual assessment methods.

**Grading:**

The course utilizes grading scale "pass/fail"

**Person responsible:**

Minna Törmälä and Anne Keränen.

**Working life cooperation:**

The programs of this course are run in close co-operation with relevant business partners or applied to practice. Students also learn practical entrepreneurship skills.

**Other information:**

The number of students is limited

## 721334S: Environmental Economics, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juutinen, Artti Markus Tapani

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721248S Environmental and Resource Economics 6.0 op

721248A Environmental Economics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work.

**Language of instruction:**

English

**Timing:**

Period 1D

**Learning outcomes:**

Student is able to graphically and mathematically describe the socially optimal level of pollution and define the efficiency conditions of the crucial policy instruments of pollution control. Moreover, student identifies comparative merits of different policy instruments. He/she can apply the most important methods for monetary valuation of environmental benefits and empirically examine the demand of environmental commodities. In addition, student is able to formally present the models describing optimal use of natural resources and apply these models in

practical decision making. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Contents:**

Sustainability problem, externalities, socially optimal pollution level, command-and-control regulation of pollution, pollution taxes, marketable permits, demand for environmental commodities, hedonic pricing methods, travel cost method, contingent valuation, and choice experiments. Regarding natural resources, the course covers topics on the optimal use of minerals (the Hotelling rule), the problem of open access in fishery, and forest rotation models.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

24 hours of lectures, 9 hours of exercises, 50 hours of individual homework, and independent reading of study materials, preparing for the lectures and exercises 77 hours.

**Target group:**

First year Master's students.

**Prerequisites and co-requisites:**

**Recommended optional programme components:**

**Recommended or required reading:**

[Perman, Ma, Common, Maddison & Mcgilvray \(2011\). Natural Resource and Environmental Economics \(4th Ed or newer\)](#). (The required sections of the books and the other material will be informed later.)

**Assessment methods and criteria:**

Lecture specific problem questions, final essay and exercises.

**Grading:**

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

**Person responsible:**

Professor Artti Juutinen and Doctoral student Enni Ruokamo.

**Working life cooperation:**

Students improve their skills regarding the use of software that are widely applied in working life (MsExcel, MsWord, MsPowerPoint). Students also improve their presentation and co-operation skills.

## 721191S: Financial Accounting Theory, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Markku Vieru

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course during the Master's programme's 2<sup>nd</sup> fall semester.

**Learning outcomes:**

After the course the student is familiar with the main research areas in financial accounting and reporting. The student will acquire basic knowledge for understanding and solving specific research problems in financial accounting. The student will also have better tools to choose the topic of their Master's thesis. After attending and passing the course, the student can use SAS program in adjusting research data and completing empirical analysis.

**Contents:**

Executive compensation, earnings management and its implications, earnings response coefficients, value relevance of different type accounting information.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

20 h of lectures and 16 hours of exercises, 124 h of self-study including preparing the term paper.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

721137S International Financial Reporting.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Scott, W. R. \(2012\). Financial Accounting Theory. Prentice Hall;](#)

[Boehmer, Ekkehart, John Paul Broussard & Juha-Pekka Kallunki \(2002\). Using SAS in Financial Research. SAS Institute Inc;](#)

Lecture notes.

**Assessment methods and criteria:**

Literature examination and term paper.

**Grading:**

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

**Person responsible:**

Markku Vieru.

**Working life cooperation:**

While this is essentially a theory course, understanding how and why accounting standards are developed to provide information for the investors is relevant for many accounting practitioners.

**Other information:**

The number of students is limited.

## 721954S: Financial Econometrics, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hannu Kahra

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period C.

**Learning outcomes:**

Upon completion of the course, the student is able to conduct empirical analyses of financial data using econometric methods. Students are also able to act professionally in teams.

**Contents:**

Properties of financial data, linear regression models, maximum likelihood estimation, risk and volatility (multivariate GARCH), factor models (principal components and Kalman-filters), option markets (estimating and testing Black-Scholes and its extensions, panel data models.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and 14 hours of optional tutorials, tutorial assignments using open-source R, and a group project. Independent studying and group work 124 hours.

**Target group:**

Major students in finance. Elective for major students in economics. The course is also available for the students, who need to complete their 60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

[Hurn, Martin, Philips and Young: Financial Econometric Modelling \(forthcoming\)](#), lecture notes and the material provided by instructor.

**Assessment methods and criteria:**

Midterm test (10%), tutorials (20% bonus), group work (20%) and final exam (70%).

**Grading:**

1-5.

**Person responsible:**

Hannu Kahra

**Working life cooperation:**

The course introduces the main econometric techniques that are frequently applied in both academic research and financial services industry.

**Other information:**

The number of students is limited.

## 721960S: Financial Risk Management, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Perttunen, Jukka Olavi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721198A Derivative Securities 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period D

**Learning outcomes:**

Upon completion of the course, the student knows how to use derivative securities in financial risk management. The student understands the pricing of derivatives and is able to use the main analytical and numerical techniques for that purpose. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

Forward contracts, futures contracts, options, derivatives pricing models, numerical pricing techniques.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and exercises, including two mandatory intermediate exams. Independent studying 124 hours.

**Target group:**

Major students in finance. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Lecture notes; [Hull: Options, Futures, and other Derivatives](#).

**Assessment methods and criteria:**

During the course, there are two mandatory intermediate exams. In addition, the student has to complete a course project which includes a written report with a strict deadline. The final grade is assigned on the basis of the intermediate exams (50%) and the course project (50%).

**Grading:**

1-5

**Person responsible:**

Jukka Perttunen



**Working life cooperation:**

The course provides the basic knowledge of how derivative securities are applied in corporate financial risk management and how financial services providers manage the risk involved with the selling of derivatives.

**Other information:**

The number of students is limited.

**721957S: Fundamentals of Finance, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Perttunen, Jukka Olavi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period A

**Learning outcomes:**

Upon completion of the course, the student understands the basic concepts of finance and is capable of applying them in financial problem solving. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

Interest rates and discounting, asset pricing, fixed-income securities, derivative securities, portfolio performance evaluation, corporate cash flows, firm valuation.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and exercises, including two mandatory intermediate exams. Independent studying 124 hours.

**Target group:**

Major students in finance. Elective for major students in accounting. The course is also available for the students, who need to complete their 25/60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Lecture notes.

**Assessment methods and criteria:**

During the course, there are two mandatory intermediate exams. In addition, the student has to complete a course project which includes a written report with a strict deadline. The final grade is assigned on the basis of the intermediate exams (50%) and the course project (50%).

**Grading:**

1-5

**Person responsible:**

Jukka Perttunen

**Working life cooperation:**

The course introduces the basic concepts and approaches which are necessary for any career in financial industry.

**Other information:**

The number of students is limited.

**721342S: Game Theory, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Marja-Liisa Halko

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits /160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1D.

**Learning outcomes:**

Upon successful completion of this course, the student will be able to define the basics of a game theory and apply them to a wide range of real world issues.

**Contents:**

Forms of strategic games, dominating strategies, Nash equilibrium, mixed strategies, the extensive form of a game, sub-game perfect games, sequential games and limited information games.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures, 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

First year Master's students.

**Prerequisites and co-requisites:**

Economic Theory I

**Recommended optional programme components:**

-

**Recommended or required reading:**

-

**Assessment methods and criteria:**

Written exam.

**Grading:**

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

**Person responsible:**

Dr. Marja-Liisa Halko

**Working life cooperation:**

Students learn relevant analytical and quantitative skills to analyse the strategic interactions in many competitive situations in markets.

**Other information:**

The number of students is limited.

## 721540S: Global Business Designing, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period D. It is recommended to complete the course at the 1st spring semester of the Master's program.

**Learning outcomes:**

The student is able to understand different economic actors and institutions creating the conditions and incentives for building high-risk and high-reward new ventures. After the course the student can analyze economic systems in different geographical contexts structurally and historically from the policy maker and entrepreneurship perspectives. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

The course discusses the basic structure of economic actors and institutions ("the rules of the game") that constitute the conditions for entrepreneurship. The focus is especially on high-growth ventures that aim at becoming winners at international markets, and on their role on economic dynamism and growth. Besides the key theories empirical examples are included from economic systems at different geographies (e.g. startup ecosystem).

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Blended teaching method of 36 hours of lectures and online material with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Venture Growth Strategies and Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

Assessment will be based on individual written report and lecture activity.

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.

## 724210A: Global Economics, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Matti Koivuranta

**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 A (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:**

Contact teaching

**Learning activities and teaching methods:**

36 hours of lectures (including exercises) and 93 hours of independent reading of the textbooks. Mid-term exams or final exam.

**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:**

[Feenstra, R. ja A.M. Taylor \(2014\): International Economics, 3. painos](#); other material announced during the lectures.

**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:**

The world economy impacts global business in increasingly significant ways. After the course students learn what are the impacts of international trade flows and international finance on the global business.

**Other information:**

The number of students is limited

## 721556S: Globalization and International Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period C. It is recommended to complete the course at the 1st autumn semester of the Master's program.

**Learning outcomes:**

Upon the completion of this course, the students will have an introductory level theoretical understanding of key phenomena related to globalization and international management. They will be able to theoretically understand various social, political, cultural and economic changes of global business environment and decipher their possible impacts on management and organizations. The students will be able to compare different theoretical approaches on globalization and global business. After completing the course, the students will be able to critically reflect and recognize current managerial challenges of working in a global context. Students are also able to express their ideas effectively and analytically both in written and oral form.

**Contents:**

Emanating from a socio-political approach to management, the course will introduce different theorizations and conceptualizations of globalization and its impact upon economy, society, regions, and organizations. In

particular, the role of human relationships, socio-economic dynamics as well as the role of global institutions will be stressed. Corporate social responsibility will feature as a pivotal element of contemporary business context and practice throughout the course.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

20h hours lectures with reflection (40h), group work and presentations (40h), reading the course literature (40h), writing the project report (40h). The course will be taught in sessions in comprising workshops, lectures and group-work. Further details will be provided during the first lecture.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Collection of articles listed / provided by the lecturer; lecture material and notes.

**Assessment methods and criteria:**

Group work and learning diary weighting 50% each.

**Grading:**

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

**Person responsible:**

Juha Tuunainen

**Working life cooperation:**

Students will learn to understand the multifaceted nature of the global business environment and analyze businesses from cross-cultural, political and wider societal perspectives. They will learn to search for relevant information, analyze it critically and produce organized written communication on the topics related to globalization and international management. During the course's workshop debates, they will also learn oral skills to address and discuss complex issues related to globalization.

**Other information:**

The number of students is limited.

## 721070S: Globally Responsible Business, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721070S Globally Responsible Business (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C.

**Learning outcomes:**

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context. Students are also able to express their ideas in written and oral form and communicate them online.

**Contents:**

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management /international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

**Mode of delivery:**

Online study methods.

**Learning activities and teaching methods:**

Independent study of the given material 70h, online discussions and groupwork 70h, and conducting individual assignments and learning reports 20h.

**Target group:**

Students from all OBS Master's programmes.

**Prerequisites and co-requisites:**

30 ect's (5 Master level courses).

**Recommended optional programme components:**

-

**Recommended or required reading:**

Course Book (to be announced later), articles and materials provided by the course instructors.

**Assessment methods and criteria:**

Individual contributions (reports, video, online exam) count for 60% and group contributions (blogpost, case report) 40%.

**Grading:**

The course utilizes a numerical grading scale 1-5. The course consist of five different parts and students acquire a grade by passing the five different parts in numerical order.

**Person responsible:**

Anne Keränen, Jan Hermes and Prof. Pauliina Ulkuniemi.

**Working life cooperation:**

The course includes global and local real life case examples and analyses. Course learning methods advance modern communication and interaction methods relevant in work life. Students gain abilities to perceive and develop responsibility in business.

**Other information:**

The course is available and obligatory for OBS Master level students.

## 721333S: Industrial Organization, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Maria Kopsakangas-Savolainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits/160 hours of work

**Language of instruction:**

English

**Timing:**

2A

**Learning outcomes:**

Upon successful completion of this course, student is be able to analyze and evaluate models of competitive, oligopolistic, and monopoly markets and understand how price and non-price competition among firms affect economic welfare. He/she should be able to understand the market conditions where regulation is needed and analyze different form of regulation methods. He/she should be also able to use game theory in analyzing firms' strategic decisions and be able to intelligently speculate the motives of real world pricing and other decisions of the firms. Student understands the effect of asymmetric information on the optimal agreements. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

Functioning of imperfect competition, monopoly, cartel, price discrimination, non-linear pricing, product differentiation, principles of game theory, strategic behavior, role of market entrance , innovations and research and development, optimal agreements in situations of asymmetric information.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

24 hours of lectures, 12 hours for home assignments (including problem sets and essay), exam 3 hours, preparing for the lectures, exercises and exam 121 hours.

**Target group:**

Second year Master's students

**Prerequisites and co-requisites:**

Intermediated Microeconomics, Mathematical economics

**Recommended optional programme components:**

-

**Recommended or required reading:**

[Cabral, L.M.B. Introduction to Industrial Organization. MIT Press. 2000;](#)

[Shy, Oz: Industrial Organization. Theory and Applications. MIT Press. 1995;](#)

[Kopsakangas-Savolainen and Svento, Modern Energy Markets. Springer 2012;](#)

other literature announced later.

**Assessment methods and criteria:**

Home assignments, written examination.

**Grading:**

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

**Person responsible:**

Professor Maria Kopsakangas-Savolainen

**Working life cooperation:**

Students learn relevant analytical and quantitative skills to analyse different types of competitive situations in markets.

**Other information:**

The number of students is limited.

**721346A: Intermediate Macroeconomics, 6 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Matti Koivuranta

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721346S Intermediate Macroeconomics 6.0 op

721215A Intermediate Macroeconomics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1B.

**Learning outcomes:**

After completing the course the student is familiar with aggregate economic phenomena and their thorough measurement. He/she is able to use simple macroeconomic models to understand economic issues such as growth and business cycles. The student is also able to analyze the effects of different economic policies with simple economic models.

**Contents:**

The course covers national income accounting, economic growth, business cycles, determinants of inflation and unemployment and basic concepts of open economy macroeconomics. Additional topics include the effects of monetary and fiscal policy.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 lectures and 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

First year Master's students

**Recommended or required reading:**

[Williamson, Stephen D.D.: Macroeconomics, 4<sup>th</sup> ed., Pearson/Prentice Hall 2011](#)

**Assessment methods and criteria:**

Written 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, Doctoral student Matti Koivuranta.

**Working life cooperation:**

Students learn relevant skills to analyse the operation of aggregate economy especially from the point of firms.

**Other information:**

The number of students is limited.

**721345A: Intermediate Microeconomics, 6 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mikko Vaaramo

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721345S Intermediate Microeconomics 6.0 op

721216A Intermediate Microeconomics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1A

**Learning outcomes:**

Upon complementing the course, the student will be able to explain the main features of consumer and firm behavior. The student recognizes different market environments and their effect on optimal decision making. In addition to this, the student will be able to use the concept of social welfare.

**Contents:**

The basic concepts of consumer and firm theory, market equilibrium, uncertainty and risk, intertemporal choice.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 lectures and 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

The first year Master's students

**Recommended or required reading:**

[Varian, H.: Intermediate Microeconomics, A Modern Approach, 8<sup>th</sup> \(or older\) edition](#) and other material delivered in class.

**Assessment methods and criteria:**

Written exam

**Grading:**

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

**Person responsible:**

Professor (acting) Jaakko Simonen, Doctoral student Hannu Huuki

**Working life cooperation:**



Students learn relevant skills to analyse the operation of markets and relevant competitive situations for firms and their decision making.

**Other information:**

The number of students is limited.

## 723036S: International Entrepreneurship, 6 op

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** John Meewella

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B, C and D. It is recommended to complete the course in the 2nd year of the Master's program.

**Learning outcomes:**

After completion of the course, students are able to identify and discuss topics and phenomena of the journey of entrepreneurship from national across international boundaries. They understand how such a pursuit transcends the traditional notions of the entrepreneurial mindset, attitude, behaviors, processes in 'becoming' a truly global entrepreneur. By immersing into the real-life context of international entrepreneurship domain both as an academic discipline and a practical mystery, students can discover their own potential, capabilities, and capacities throughout the course duration.

**Contents:**

Main content of the course is structured to accommodate the three aspects of entrepreneurship, internationalization, and inter-national entrepreneurship as the building blocks of the emerging global setting. The discussion permeates across commercial, social, environmental, sustainable, institutional and other areas of entrepreneurship as differently positioned from general business, management, leadership or international business.

**Mode of delivery:**

Face-to-face teaching in highly interactive intensive class delivery setting. Students are expected to keep a detailed reflective learning diary. Engagement with industry leaders both within and outside the class.

**Learning activities and teaching methods:**

Meetings/workshops with preparation (40 h), reading course literature & engaging within-discussions (40 h), maintaining a reflective learning diary (80 h). Full participation in all meetings/workshops.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Materials assigned by lecturers and partly chosen by students independently. Industry knowledge and practical insights by engaging in real-life international entrepreneurship domain.

**Assessment methods and criteria:**

Team Reflective Learning Diary (40 %), Team Presentation (30 %), Field Report (30 %).

**Grading:**

1-5. In the numerical scale zero stands for fail.

**Person responsible:**

John Meewella

**Working life cooperation:**

The course directly prepares participants to become international entrepreneurs of commercial start-ups, social entrepreneurial ventures, environmental and sustainable initiatives, corporate entrepreneurial executives, institutional entrepreneurial policy drivers. Other real-life career pursuits combining the domains of both entrepreneurial nature and international scope are possible also. During the course there is ample integration with real working life professionals and entrepreneurs in the form of guest lecturers, field trips, interactions, and joint projects.

**Other information:**

The number of students is limited.

## 721137S: International Financial Reporting, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anna Rossi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721170A Financial Analysis and Firm Valuation 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course during the Master's programme's 1<sup>st</sup> fall semester.

**Learning outcomes:**

Upon completion of the course, the student is able to prepare and interpret financial statements and knows how and why managers can utilize flexibility in financial reporting. A student develops understanding of the economics of different business transactions, the environment in which financial reporting choices are made and knows how to use the resultant accounting information for various types of decisions. In addition, the student is aware of the main differences in financial reporting practices allowed in U.S. GAAP and International Financial Reporting (IFRS).

**Contents:**

Application of the major concepts of financial accounting under U.S. GAAP and IFRS: accrual accounting, matching principle, revenue recognition, and measurement and recognition of assets and liabilities. Preparation and analysis of financial statements: income statement, balance sheet, and cash flow statement.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (26 hours), exercises (10 hours), self-study (124h).

**Target group:**

Major students.

**Prerequisites and co-requisites:**

Basic course in bookkeeping or Stickney, Weil, Schipper & Francis: Financial Accounting: an Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, 13th Edition, Chapters 1-6.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Revsine, Collins, Johnson & Mittelstaedt: Financial Reporting and Analysis, 5th ed. \(2011\) McGraw-Hill/Irwin. Selected chapters.](#)

[Or: Revsine, Collins, Johnson, Mittelstaedt & Soffer: Financial Reporting and Analysis, 6th ed. \(2015\). McGraw-Hill/Irwin. Selected chapters.](#)

**Assessment methods and criteria:**

Exam.

**Grading:**

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

**Person responsible:**

Anna Elsilä

**Working life cooperation:**

This course provides essential knowledge and skills needed for working in accounting departments of companies following IFRS. Likewise investors, financial analysts and auditors working with such companies will need the skills developed during this course.

**Other information:**

The number of students is limited.

**721317S: International Macroeconomics, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Marko Korhonen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1C.

**Learning outcomes:**

Student is familiar with topics in international macroeconomics as well as to theories trying to account for the basic stylized facts in the field. . Students are also able to express their ideas analytically and effectively in written and oral form.

**Contents:**

Advanced theoretical and empirical analysis of contemporary international macroeconomic policy issues in both industrialized and developing economies. The topics covered include current account balance, dynamics of small open economy, real exchange rate and the terms of trade, uncertainty and international financial markets. Also, the issues of monetary union will be covered.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

12 hours of lectures, 18 hours of student presentations, exam 3 hours, preparing for the lectures, student presentations and exam 127 hours.

**Target group:**

First year Master's students.

**Prerequisites and co-requisites:**

Economic Theory I and Principles of Econometrics.

**Recommended optional programme components:**

-

**Recommended or required reading:**

[Feenstra and Taylor \(2014\): International Economics, part 6, 7 and 8;](#)

[De Grauwe \(2014\): Economics of Monetary Union.](#)

**Assessment methods and criteria:**

Written exam and student presentations

**Grading:**

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

**Person responsible:**

University lecturer Marko Korhonen

**Working life cooperation:**

The world economy impacts global business in increasingly significant ways. After the course students learn what are the impacts of international macroeconomics and international finance on the global business.

**Other information:**

The number of students is limited.

## 724201A: Internationalization, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Xiaotian Zhang

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724201A Internationalization (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

5 credits/133 hours of work

### **Language of instruction:**

English

### **Timing:**

Period A (3rd year)

### **Learning outcomes:**

Upon completion of the course, the students understand the basic concepts of entrepreneurship and are able to apply them in practice. The students have basic knowledge about the internationalization processes and are able to recognize and evaluate different international operation modes. The students recognize the basic aspects of strategic and financial planning in the context of SME internationalization. The students are familiar with the culture differences in business context. The students are able to analyze business cases from the perspective of different foreign operation modes.

### **Contents:**

The course consists of two modules - entrepreneurship and international business operations – introducing the basics of entrepreneurship and international business operation modes. The contents cover the concepts of business opportunity and business model, selling and pitching; exporting and importing, contractual and investment entry modes, e-business as a mode of international operation, and the role of venture capital in internationalization of SMEs. Content structure: Introduction and Instructions; Business opportunity and business model; Selling and Pitching; 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:**

30 h lectures and case studies, 6h workshops and presentations, reflection (14 h), reading the course literature (40 h), preparing for the exam (40 h) and home-exam (3 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:**

[Welch, L, Benito, G & S Petersen, B. \(2007\). Foreign Operation Methods. Theory, analysis, strategy. Cheltenham, UK. Edward Elgar Publishing Ltd.](#) Additional material will be assigned during the lectures.

### **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:**

Substance: learning the basic rules of business planning and international operations.

Skills: critical thinking, communication and presentation skills, information search and critical evaluation

### **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.

## 721538S: Internationalization Behaviors, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Tuija Mainela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721461S International Business Theory 6.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits / 160 hours of work

### **Language of instruction:**

English

### **Timing:**

Period A. It is recommended to complete the course at the 1st autumn semester of the Master's program.

### **Learning outcomes:**

Upon completion students will be able to discuss internationalization behaviors of firms from several theoretical perspectives and describe theories on internationalization with respect to their key concepts and assumptions. They will be able to compare the ideas and assess the value of theories and use them as multiple viewpoints in the analysis of international business development of firms. Students can read and use scientific literature for critical discussion. Students demonstrate analytical, academic writing and critical thinking and argumentation skills.

### **Contents:**

The course introduces theories on internationalization of firms with focus on process models of internationalization, network theory of internationalization, international new venture theory and institutional theory of internationalization. In-class cases are used to practice use of theories in analysis of internationalization behaviors of firms.

### **Mode of delivery:**

Online.

### **Learning activities and teaching methods:**

Individual and group working activities online with weekly assignments and deadlines. Learning activities include watching video presentations (10h), participating online discussions (20h), group working (30h), independent reading of the assigned materials (60h) and writing individual learning reports (40h).

### **Target group:**

Students of the Master's program in International Business Management

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

Basic and intermediate studies in international business management

### **Recommended optional programme components:**

No

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

Collection of articles named by the lecturer. Lecture materials.

### **Assessment methods and criteria:**

Assessment is based on assignments during the course and home exam.

### **Grading:**

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

### **Person responsible:**

Tuija Mainela

### **Working life cooperation:**

Students examine real-life examples of internationalization processes of firms and create knowledge to support decision making in internationalization of firms. Students also learn group working and communication skills in an online environment.

### **Other information:**

The number of students is limited.

## 724814P: Introduction to Business Development, 5 op

**Voimassaolo:** 01.08.2017 - 31.07.2021

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Antti Muhos

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period A

**Learning outcomes:**

Students are familiar with basic business concepts and theories in SME context. On successful completion of the course, students understand the business development process from opportunity recognition to a launch and development of a sustainable business. The students are able to identify basic business processes in practice.

**Contents:**

The course focuses on the basic concepts of SME business management and development including opportunity recognition, experimentation and testing of a new business idea, strategy, business model development and business planning, financing and planning and management of growth and change.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Face-to-face teaching including lectures, guest lectures, company visit/s and variable action-based learning methods (36h). Individual assignment (20h) and reading of course materials (76 h).

**Target group:**

Open to all.

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Selected readings from e.g.: Spinelli & Adams. 2012, 2016. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill, New York. Allen, K. 2012. New venture creation. South-Western. Moreover, additional materials are provided during the course.

**Assessment methods and criteria:**

Learning diary, group assignment/s

**Grading:**

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

**Person responsible:**

Adjunct professor Matti Muhos

**Working life cooperation:**

This course is designed as an integral part of entrepreneurship studies. This course will include real life case studies of established and emerging businesses by company visits.

**Other information:**

No

## 721561S: Leadership Practice and Research, 6 op

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Vesa Puhakka

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Periods C and D. It is recommended to complete the course at the 1st spring semester of the Master's program.

**Learning outcomes:**

After completing this course students can use scientific methods to analyze practical leadership issues and connect these issues with academic theories. Students understand the managerial implications of everyday leadership acts within companies. They can also apply scientific methods to investigate qualitative organizational phenomena. Students learn to argue and present their arguments in a scientific way.

**Contents:**

During the course students will have short review on what qualitative research is, how to collect interview data and how to analyze collected data. Gioia methodology will be presented as an example how qualitative analysis can be done. Leadership theories used as a reflective lens in data analysis are the same as in "leadership and change" – course.

**Mode of delivery:**

Face-to-face teaching, group work, visitor interviews, student presentations.

**Learning activities and teaching methods:**

Lectures, visitor interviews and group presentations 40h. 120h group assignments and personal assignment.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Leadership and change.

**Recommended optional programme components:**

None

**Recommended or required reading:**

[Northouse, P.G. \(2010\) Leadership: theory and practice \(Sage\)](#); Article collection; Lecture materials.

**Assessment methods and criteria:**

Assessment based on the group assignment and personal learning diary.

**Grading:**

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

**Person responsible:**

Vesa Puhakka, Tuure Väyrynen, Hanna Okkonen

**Working life cooperation:**

Course will have multiple visitors from different companies.

**Other information:**

The number of students is limited

## 721536S: Leadership and Change, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Vesa Puhakka

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721518P Leadership and Change 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period C. It is recommended to complete the course at the 1<sup>st</sup> spring semester of the Master's program.

**Learning outcomes:**

After the course, the students understand and remember the key assumptions and components of leadership models, know how to apply leadership models to changing real-life situations, are able to relate leadership theories to global business circumstances. They can understand the personal and social implications of leadership, care about leadership, and know how to continue learning about leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

The course enables students to expand their thinking outside the accustomed concepts of leadership and to explore the area of leadership in fast changing organizational circumstances. This course examines organizational leadership in the context of continuous change. The course offers approaches to leadership and explores it through interplay of theory and practice. The main idea introduced is that the practice of leadership in any context requires skills to be responsible for multiple relationships, transactions, and solving conflicts with a variety of different parties – including colleagues, customers, suppliers, competitors, local communities, and international connections. The course includes workshops in which leadership is practiced in dynamic, changing and diverse cultural situations.

**Mode of delivery:**

Face-to-face lectures, online assignments and workshops.

**Learning activities and teaching methods:**

2 h preliminary exam and reading the course book (altogether 32 h), 20 hours of lectures with reflection of lectures (40 h), 16 h workshops and preparing for the workshops (40 h), writing the assignment reports (22 h). The course includes lectures, study group work and individual work. In addition, the students are required to independently read course literature and prepare for the assignments. The course blends face-to-face teaching and web-based assignments. Further details will be provided by the responsible person in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

no

**Recommended optional programme components:**

No

**Recommended or required reading:**

[Northouse, P.G. \(2010\) Leadership: theory and practice \(Sage\)](#); Article collection; Lecture materials.

**Assessment methods and criteria:**

Assessment will be based on the presence in the lectures, study group work and individual assignments.

**Grading:**

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

**Person responsible:**

Vesa Puhakka

**Working life cooperation:**

The course includes workshops on leadership challenges in the growing and rapidly changing companies. In the workshops real companies are analysed, solutions are designed for them and leadership skills are practiced. This course aims to bring working life relevance by practicing skills to lead the rapidly changing organizations.

**Other information:**

The number of students is limited.

**721541S: Legal Issues and Innovation Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pia Hurmelinna-Laukkanen

**Opintokohteen kielet:** English

**Leikkaavuudet:**



**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period D. It is recommended to complete the course at the 1st spring semester of the Master's program.

**Learning outcomes:**

Upon completion of the course, students are able to acknowledge and distinguish legal aspects of operating in international environment, especially those related to innovation management. They are able to evaluate the relevant information needed in different legal situations, and apply that knowledge to more practical cases.

**Contents:**

The course offers an insight into the diversity that exists within systems of law, and provides an overview of basic legal issues related to doing business in international settings, especially related to innovation activities. During the course, some conceptual basis of international business law, different legal systems, and legal practicalities are discussed. The connections between innovation, internationalization and legal frameworks are discussed. Legal issues are approached from business point of view, touching areas of law such as contracting, intellectual property rights, and competition.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Lectures, exercises, discussion sessions and first exam (36 h), Preparation during the course (84 h), and Preparation for the exam (40 h).

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

None.

**Recommended or required reading:**

Required: Articles given by the teacher.

Recommended: [August, R.A., Mayer, D. & Bixby, M. \(2008 or later\). International Business Law – Text, cases and readings.](#)

**Assessment methods and criteria:**

Continuous evaluation and exam. All assignments need to be passed.

**Grading:**

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

**Person responsible:**

Pia Hurmelinna-Laukkanen and Sauli Pajari/Jenni Myllykoski

**Working life cooperation:**

The course covers topics that develop student's awareness of legal issues in everyday business, and increase readiness to manage situations in which legal aspects may emerge as a relevant part of decision making. Actual examples from industry are addressed, and visitors are invited who demonstrate practical relevance of the discussed issues.

**Other information:**

The number of students is limited.

## 723038S: MNEs, JVs and M&As, 6 op

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Lauri Haapanen

**Opintokohteen kielet:** English

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B. It is recommended to complete the course at the 1st autumn semester of the Master's program.

**Learning outcomes:**

Students will be able to compare and describe different multinational enterprise theories. They can judge the applicability of the theories in dynamic business contexts. The students are able to explain the major changes in enterprise's cross-border strategies using theoretical frameworks and conclude the viable strategies taking into account firm-specific and industry-specific boundaries. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

Students completing the course will have an understanding of the theories explaining the behavior of large and geographically dispersed multinational enterprises (MNEs) which are in mature stages of internationalization. Students will familiarize with the transaction cost theory, Dunning's OLI model, resource-based view of the firm and intellectual capital configurations of multinational enterprises. Course addresses specific issues related to the influence of the MNEs over the economy, the determinants of MNEs, the extent and patterns of foreign direct investments (FDIs), and the roles of joint ventures (JVs) and mergers & acquisitions (M&As) in expanding of businesses in foreign countries.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

24 hours lectures with reflection and 12 hours workshop sessions (50 h), reading the course literature (60 h), writing the report (50 h). Students will apply their theoretical knowledge and approaches in an individual course assignment.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

[Dunning, J.H. & Lundan, S.M. \(2008\). Multinational enterprises and the global economy, second edition. Edward Elgar Publishing Limited.](#)

Additional collection of articles will be provided during the course.

**Assessment methods and criteria:**

Assessment is based on given assignments and an individual case report.

**Grading:**

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

**Person responsible:**

Lauri Haapanen.

**Working life cooperation:**

This course covers topics that develop student's awareness of multidimensional aspects related to a multinational enterprise, awareness of complex decision-making situations including multiple units and stakeholders. Course discusses such issues that students will face when being employed in multinational enterprise. Student projects are based on real-life case exercises and enhance analysis and communication skills.

**Other information:**

The number of students is limited.

**721192S: Management Accounting Research, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Janne Järvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits.

**Language of instruction:**

English.

**Timing:**

Period B. It is recommended to complete the course during the Master's programme's 2<sup>nd</sup> fall semester.

**Learning outcomes:**

Upon completion of this course the student will distinguish between the major paradigms and research traditions in management accounting, as well as their philosophical foundations. S/he will recognize different types of research processes and scientific journals in management accounting, and, ultimately, will be able to use this information in his/ her own Master's thesis work. Both oral and written presentation skills will also be developed.

**Contents:**

Research traditions, field and case studies, contingency theory, management accounting journals.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

12 h of lectures and 12 h of article seminars, 136 h of self-study.

**Target group:**

Major students.

**Prerequisites and co-requisites:**

Not applicable.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Gummesson, E. Qualitative Methods in Management Research, 2nd ed. Sage Publications, 2000.](#)

[Smith, E. Research Methods in Accounting, 3rd edition, SAGE.](#)

Other material designated by the lecturer.

**Assessment methods and criteria:**

Phase one: Lecture and literature examination. Phase two: Written analyses on a number of scientific articles, presentation of one article and active participation at seminar sessions.

**Grading:**

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

**Person responsible:**

Professor Janne Järvinen

**Working life cooperation:**

This is essentially a theoretical course that aims for more efficient master's thesis work.

**Other information:**

The number of students is limited.

## 724204A: Management Control, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** 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:**

English

**Timing:**

Period A (3<sup>rd</sup> 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, including ethical concerns of and 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 with materials and resources in Optima.

**Learning activities and teaching methods:**

Face-to-face teaching with integrated lectures and exercises 36 h, self-study 97 h. Lectures and exercises contain small cases and examples for illustrating theoretical concepts. Self-study includes theory-based analysis of case-based home assignments and calculations

**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:**

[Drury, C.: Management & Cost Accounting 7th Ed. 2008 \(Parts 4 & 5, pp. 346-591\), Cengage Learning EMEA;](#)  
[Merchant, K. A. & Van der Stede, W. A.: Management control systems – performance measurement, evaluation and incentives, Prentice-Hall, 2nd Ed. 2007;](#)

other material defined by the responsible teacher;  
 lecture notes and exercises.

**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:**

Students learn and rehearse basic calculations on budgeting, variance analysis and return on investment, which are the basic skills for accountants in organizations and relevant to understand for any business graduate. Case-based home assignments develop the students' ability to apply theoretical concepts in real-life situations in order to develop systems and solve problems.

**Other information:**

The number of students is limited.

## 721432S: Managing Customer Relationships, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721413A Managing Business Relationship 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

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

**Learning outcomes:**

Upon completion of the course, students are able to identify networks as a context of managing customer relationships and they can explain how relationships develop and how value is created together with customers. The student is able to define and assess different theoretical approaches to customer relationship management, e.g. relationship portfolios, key account management and customer knowledge management. In addition, the student is able to explain and identify the role of internal integration and knowledge sharing in managing customer relationships, global aspects of customer relationship management and how CRM is used as software in business practice. Having completed the course, the student is able to analyze customer relationships from different viewpoints and has both written and oral presentation skills to interpret scientific articles and solve practical business problems.

**Contents:**

Lectures and related material include the following themes: 1) Networks as a context in managing customer relationships, 2) Customer portfolios and customer profitability, 3) Key account management, 3) Value creation in customer relationships, 4) Customer knowledge management, 5) The role of internal integration and knowledge sharing in managing customers, 6) Global aspects of customer relationship management, 7) CRM as software, 8) Development of business relationships.

**Mode of delivery:**

Blended approach (face-to-face teaching and web-based teaching)

**Learning activities and teaching methods:**

The implementation methods of the course vary. There will be 26 hours of guided teaching events and 134 hours of independent studying either privately or in a group.

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Article collection and lecture material

**Assessment methods and criteria:**

Obligatory exercises and/or exam. The assessment of the course unit is based on the learning outcomes of the course unit. Read more about assessment criteria at the University of Oulu webpage.

**Grading:**

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

**Person responsible:**

Dr. Hanna Komulainen

**Working life cooperation:**

The course includes the visiting industry experts with real-life case problems for students to be solved as a group work.

**Other information:**

The number of students is limited.

**724202A: Managing Multinationals, 5 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Lauri Haapanen

**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 analyze 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.

**Learning activities and teaching methods:**

The course consist of compulsory lectures and visiting lecturers from industries (32h), headquarters-subsidiary game (4h), 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:**

Lauri Haapanen and 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.

**Other information:**

The number of students is limited.

**721460S: Marketing Theory, 6 op**

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period D. It is recommended to complete the course at the 1<sup>st</sup> spring semester, before the Master's Thesis seminar.

**Learning outcomes:**

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a

theoretical starting point and argue for the choices in their research. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Contents:**

During the course e.g. the following issues will be dealt with: ways of classifying schools of marketing thought, a closer look at one classification, implications of the variety schools of thought, a closer look at origins of a few schools, how to make a theoretical contribution and to assess the research outlets and aims.

**Mode of delivery:**

Face-to-face teaching with some online elements

**Learning activities and teaching methods:**

36 hours lectures & teamwork (30 h), home exam & independent reading of the textbooks (94 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Students need to have completed the autumn module 'Discovering Marketing Fundamentals' to complete the course.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Baker M.J. & Saren, M. \(2010\) Marketing Theory \(or newer\) AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadjewski, M. \(2009 or newer\).](#) See further instructions from detailed course description on Noppa.

**Assessment methods and criteria:**

Home exam in pairs (50 %), self-assessment (25 %), teamwork (25 %). See further instructions from detailed course description on Noppa.

**Grading:**

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

**Person responsible:**

Dr. Mari Juntunen

**Working life cooperation:**

The course contains practicing team work skills. The students also write a blog text or make a video as a team work.

**Other information:**

The number of students is limited.

## 721338S: Mathematical Economics, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Matti Koivuranta

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721220A Mathematical Economics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period 1A.

**Learning outcomes:**

Upon completion of the course, the student will be able to apply mathematical methods needed in the courses in the Economic Theory module.

**Contents:**

The course introduces frequently used mathematical methods in the economic literature. Applicable parts from linear algebra, differential and integral calculus, mathematical optimization and dynamic analysis are covered.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures, 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

First year Master's students in Economics and Finance.

**Recommended or required reading:**

[Chiang A.C: Fundamental Methods of Mathematical Economics, 4th edition, McGraw-Hill. New York, NY, 2005.](#)

**Assessment methods and criteria:**

Written exam. Mandatory exercises.

**Grading:**

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

**Person responsible:**

Professor Mikko Puhakka, Doctoral student Matti Koivuranta.

**Working life cooperation:**

Students learn relevant mathematics and applications to analyse various types of economic situations.

**Other information:**

The number of students is limited.

**721064S: Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period A. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

**Learning outcomes:**

Upon completion of the course, students will be able to plan and conduct independent scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods so as to produce new knowledge and report research results so achieved. Although the course mostly concentrates on the qualitative research, the students will learn to understand and assess research conducted by using quantitative research methods, too.

**Contents:**

Face-to-face teaching and group work will include the following themes: 1) research and writing as a process, 2) ethics in marketing, organizational and business research, 3) research approaches, 4) research planning and research design, 5) literature review, 6) modes of data collection, 7) data analysis techniques and tools, 8) conclusion drawing, 9) research evaluation.

**Learning activities and teaching methods:**

Lectures and group exercises (36 h), group work (70 h), self-study (54 h) including preparing for lectures and group exercises.

**Target group:**

Students of the Master's program in Marketing and International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in Marketing or in International Business Management should have been completed.

**Recommended optional programme components:**



The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Collection of articles and other material chosen by the teachers of the course.

**Assessment methods and criteria:**

Group work. The assessment of the course is based on the learning outcomes of the course.

**Grading:**

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

**Person responsible:**

Juha Tuunainen.

**Working life cooperation:**

Students will learn analytical, methodological, and problem solving skills that will help them to deal with complex real-life business problems. They will learn to search for information and analyze it critically, evaluate the credibility of information and research results, and provide new knowledge to support managerial decisions.

**Other information:**

The number of students is limited.

## 721952S: Portfolio Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hannu Kahra

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Periods A-B

**Learning outcomes:**

Upon completion of the course, the student understands how factor exposures can be used to guide both individual and institutional investors.

**Contents:**

Asset owners, preferences, mean-variance investing, investing in the long-run, investing over the life-cycle, factor theory, factors, equities, bonds, alpha (and the low-risk anomaly), delegated investing and risk-parity portfolios.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours lectures and a group work. Independent studying and group work 124 hours.

**Target group:**

Major students in finance. The course is also available for the students, who need to complete their 60 ECTS credits minor in finance.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

[Ang: Asset Management – A Systematic Approach to Factor Investing,](#)

[Ilmanen: Expected Returns: An Investor's Guide to Harvesting Market Rewards,](#) Wiley (suggested reading).

**Assessment methods and criteria:**

Assessment methods include a portfolio management project. Each student implements his/her personal portfolio management based on modern portfolio choice techniques.

**Grading:**

1-5.

**Person responsible:**

Hamed Salehi

**Working life cooperation:**

Understanding the techniques of portfolio management is necessary for any career in financial industry.

**Other information:**

The number of students is limited.

**721066S: Principles of Econometrics, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sanna Huikari

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721060A Introduction to Econometrics 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1B.

**Learning outcomes:**

After completing the course the student is familiar with the standard methods used in empirical analyses and with regression analysis relevant for analyzing economic data. In addition, the student can interpret and evaluate the outcomes of empirical analysis. Furthermore, he/she has basic knowledge of using statistical software in econometric analyses.

**Contents:**

Statistical basics of econometrics and the use of basic econometric models in the analysis of different economic phenomena. The main focus is on dealing with the basic regression models adapted to cross-section data and familiarizing with the use of statistical software.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures, 18 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 103 hours.

**Target group:**

First year Master's students in Economics, Accounting and Finance.

**Prerequisites and co-requisites:**

It is highly recommended that the student has already passed the course 806116P Basic Methods in Statistics 1 (in Finnish: 806116P Tilastotiedettä kauppatieteilijöille, previously: 806109P Tilastotieteen perusmenetelmät 1) or has elementary knowledge of statistics and probability theory.

**Recommended optional programme components:**

-

**Recommended or required reading:**

[Stock James H., Watson Mark W.: Introduction to Econometrics, 2. or 3. edition.](#) Other material announced during the lectures.

**Assessment methods and criteria:**

Written exam.

**Grading:**

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

**Person responsible:**

Professor Rauli Svento, Doctoral student Sanna Huikari

**Working life cooperation:**

In working life, when the skills of analyzing data are required, the skills learned during the course help a student in summarizing and interpreting the results of empirical studies. He/she can compare the results of various empirical studies and evaluate those critically. Student is able to independently carry out a small-scale econometric study

by putting in practice the econometric methods (e.g. linear regression model and various statistical tests) discussed during the course.

**Other information:**

The number of students is limited.

## 721414S: Purchasing and Supplier Relationships, 6 op

**Voimassaolo:** 01.08.2006 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**Required proficiency level:**

6 ECTS credits / 160 hours of work.

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

After passing the course, students are able to describe the strategic importance of purchasing as a function in companies and can analyze business relationships from the buyer's point of view. They are able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities. Students are also able to express their ideas in written form and communicate them online.

**Contents:**

The course introduces students with the importance of industrial purchasing in current business contexts. Different types of contexts where industrial purchasing takes place are considered, e.g. outsourcing in technology industries, global purchasing, buying business services, and public procurement. Topics also include purchasing processes, supplier relationships, understanding supply markets, supplier evaluations and interrelatedness of industrial marketing and purchasing. The role of purchasing in advancing the responsibility is also covered.

**Mode of delivery:**

Online

**Learning activities and teaching methods:**

Individual and group working activities online with weekly assignments and deadlines. Learning activities include watching video presentations (10h), participating in online discussions (20h), group working (30 h), independent reading of the assigned materials (60 h) and writing of individual learning reports (40h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Gadde, L-E, Håkansson, H. & G. Persson \(2010\) Supply Network Strategies, 2nd ed.](#), other material appointed by the responsible teacher.

**Assessment methods and criteria:**

Individual assignments and participation in online discussions.

**Grading:**

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

**Person responsible:**

Prof. Pauliina Ulkuniemi

**Working life cooperation:**

Case exercises are used. After passing the course, students able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities.

**Other information:**

The number of students is limited.

## 721435S: Quantitative Research and Business Intelligence, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721063A Business Research Methods 8.0 op

721417A Marketing Research 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 ECTS credits / 160 hours of work

### **Language of instruction:**

English

### **Timing:**

Period D

### **Learning outcomes:**

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

### **Contents:**

Lectures and related material include the following themes: 1) Background for market and business intelligence, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, R, Webropol) and finally, 3) Issues related to reporting quantitative research and business intelligence.

### **Mode of delivery:**

Blended approach.

### **Learning activities and teaching methods:**

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries and course work 72 hours and, independent reading of the articles and other related material with the group work and writing group work of 52 hours.

### **Target group:**

Master's level students in marketing.

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

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

### **Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

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

Course book will be announced later in Noppa. Article collection, and other material as well as possible compendium can be downloaded from Optima.

### **Assessment methods and criteria:**

Individual course work, learning diaries and group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

### **Grading:**

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

### **Person responsible:**

Dr. Jouni Juntunen

### **Working life cooperation:**

Basic understanding relating for cyber security, how to collect data for business intelligence and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

## 721434S: Selling and Sales Management, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits / 160 hours of work

### **Language of instruction:**

English.

### **Timing:**

Period A. It is recommended to complete the course at the 1st autumn semester

### **Learning outcomes:**

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management /leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues. Students are also able to design, execute and evaluate a small scale research on selling and/or sales management/leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

### **Contents:**

The influence of company and product/service strategies on sales management and vice versa; planning, managing, leading and organizing for actual sales; selling in different contexts (e.g. B2B, B2C), selling processes, pricing in selling, the role of technology in sales, tactics and interaction at the customer interface, and central research methods in selling and sales management.

### **Mode of delivery:**

Face-to-face teaching

### **Learning activities and teaching methods:**

Lectures and guided exercises (36 h), group assignment (50 h), reading the course material and literature and conducting an individual assignment (74 h)

### **Target group:**

Master's level students in marketing.

### **Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

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

Article collection AND [Hair et al. \(2010\) Sales Management. Building Customer Relationships and Partnerships](#) AND [Jobber & Lancaster \(2012\) Selling and Sales Management](#). Selected sections of the books to be announced at the beginning of the course.

### **Assessment methods and criteria:**

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

### **Grading:**

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

### **Person responsible:**

Dr. Mari Juntunen

### **Working life cooperation:**

Visiting industry experts with real-life case problems explaining theoretical aspects and models. Sales practices involving actual business cases. Observation of actual sales situations and/or interviews with managers. Group work skills.

**Other information:**

The number of students is limited.

## 721471S: Service Marketing and Management, 6 op

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Salla Saraniemi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 ECTS credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course at the 2nd autumn semester.

**Learning outcomes:**

Upon completion of this course, students will be able to understand and analyze distinctive and new perspectives of marketing and management in service economies. They are also able to compare and assess different service marketing theories and apply them to develop service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories in their Master's Thesis.

**Contents:**

Face-to-face teaching and group working will include different theory logics for service marketing and management: Nordic School's service logic, Service-Dominant logic, service science and (eco)system. In-depth outlooks on service marketing and management will contain themes such as service design and innovation, service modularity and business models. The course applies both B2B and B2C perspectives through emphasizing interdisciplinary focus to current service marketing and management within business networks and ecosystems.

**Learning activities and teaching methods:**

Classroom activities (40h) include lectures, company visits, group's presentation and commenting (company and students); Group working (40 h) for creating a solution for the problem set by the case company; Individual reflective learning diary and article analysis/analyses (80 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

Collection of research articles and other material chosen by teachers of the course.

Recommending material: [Lusch, R. F. & Vargo, S. L. \(2014\) \*Service-Dominant Logic: Premises, Perspectives, Possibilities\*](#), [Grönroos, C. \(2007 or newer\) \*Service Management and Marketing\*](#).

**Assessment methods and criteria:**

The assessment of active participation during the course: 75% required presence in lectures and group work with presentation and/or commenting will determine 50% of the total grade. The assessment of individual Learning Diary and Article Analyses form 50% of the total grade. The assessment is based on the learning outcomes of the course unit.

**Grading:**

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

**Person responsible:**

Dr. N.N.

**Working life cooperation:**

Teamwork based on company's problems. Contacting and collaborating with the company, presenting group work and giving business focused feedback to others. Company involvement in classroom work.

**Other information:**

The number of students is limited.

## 724206A: Strategic Marketing Management, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Waqar Nadeem

**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 B (3<sup>rd</sup> year)

### 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 develop and 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 and presenting their case report in written and oral form.

### Contents:

Strategic marketing management as a concept and as a process of situation assessment, marketing strategies, strategy formulation, and an implementation plan. Concepts such as customer value, market analysis, branding, marketing communications, and business models will be discussed and applied.

### Mode of delivery:

Face-to-face teaching

### Learning activities and teaching methods:

36 h face-to-face teaching, including group exercises and tutoring sessions, 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 present 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. \(2009 or newer\) Marketing Management](#) and other material named by the lecturer.

### Assessment methods and criteria:

The written part of the case exercise will determine 70% and the verbal part 30% 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:**

Waqar Nadeem and Hannu Torvinen.

**Working life cooperation:**

Through working with a real-life case throughout the course, the students adopt the expert role, and skills and tools for operating in consultative positions in strategic marketing area. Students get to practice their professional presentation and writing skills; displaying their key resolution to the real-life case problem in a convincing, interesting, and justified way. Students gain personal experience of specialized positions in a goal oriented project team.

**Other information:**

The number of students is limited.

**721537S: Strategizing Practices, 6 op**

**Voimassaolo:** 01.08.2001 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sari Laari-Salmela

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721554A Strategizing Practices 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period B. It is recommended to complete the course at the 1st autumn semester of the Master's program.

**Learning outcomes:**

Students know how to analyze strategy as organizational practice and develop and lead strategizing practices supporting the objectives of a business organization. Thus, after the course students are able to compare the process based against the planning based approach to strategy and to analyze what strategic actors do in practice and execute strategizing practices involving the internal micro-practices organizing the strategy. Students demonstrate the ability to express their ideas analytically and effectively in written form.

**Contents:**

The purpose of this course is to introduce the contemporary theory of strategic thinking and develop skills to lead the strategy creation process in dynamic business situations. The course will explore the dominant social scientific perspectives used in strategy research and the connections between strategy and organizational management as well as strategy, leadership and new business creation. This approach regards strategy as a social phenomenon – strategy as practice – rather than an analytical technique.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 hours workshops with reflection (72 h), reading the course literature and writing the report (52 h). The course will be taught in intensive sessions consisting of lecturing and group work. 70 % attendance of sessions is required. Further details will be provided by the responsible person during the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

[Whittington, R. What is strategy? And does it matter \(Thomson\)](#); Article collection; Lecture materials.

**Assessment methods and criteria:**



Assessment will be based on individual learning diary and group assignment (including presentation).

**Grading:**

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

**Person responsible:**

Sari Laari-Salmela

**Working life cooperation:**

The student will practice with a real-life case study and work together with a team to define and solve a real-life organizational problem. The student also practices critical reflection, a core capability in strategic thinking.

Practical exercises enable reflecting and developing both one's own behavior and organizations' operations.

**Other information:**

The number of students is limited.

## 721675S: Supply Chain Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jari Juga

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits / 160 hours of work.

**Language of instruction:**

English.

**Timing:**

Period B.

**Learning outcomes:**

The student can analyze and assess strategic logistics issues from an integrated supply chain standpoint. The student is able to critically evaluate and interpret supply chain phenomena using conceptual and analytical models.

**Contents:**

Definition and underlying theoretical models of supply chain management, as well as contemporary phenomena and supply chain improvement initiatives. Logistics as a value driver in supply chains, collaborative practices (e.g. ECR, CPFR, SCOR) with special emphasis of supply chain dynamics and enabling supply chain technologies and standards.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (36 h), independent study of textbook and course material (80 h), group assignments (44 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[Harrison A., v.Hoek R. & Skipworth, H. \(2014\), Logistics Management and Strategy, Prentice-Hall](#) AND and other course material assigned by the teacher.

**Assessment methods and criteria:**

Exam (1-5), group assignments (accept/reject).

**Grading:**

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

**Person responsible:**

Prof. Jari Juga

**Working life cooperation:**

Group work and communication skills with the purpose of detecting and demonstrating supply chain improvement opportunities.

**Other information:**

The number of students is limited.

## 721463S: Sustainable Marketing Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period B

**Learning outcomes:**

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company case, and critically assess sustainable marketing strategies and activities and their value to business firms. Students are also able to act professionally in teams, express their ideas analytically and effectively in oral form.

**Contents:**

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of a real-life company case.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

**Target group:**

Master's level students in marketing.

**Recommended optional programme components:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Recommended or required reading:**

[F-M Belz and K Peattie, \(2012\) Sustainability Marketing: A Global Perspective](#) AND articles assigned by the lecturer. See further instruction from detailed course description on Noppa.

**Assessment methods and criteria:**

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on the Noppa Study Portal.

**Grading:**

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

**Person responsible:**

Dr. Jouni Juntunen and Waqar Nadem

**Working life cooperation:**

Teamwork and presentation skills based on case company examples. Visiting experts and/or company visits.

**Other information:**

The number of students is limited.

## 721344S: Urban and Regional Economics, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jaakko Simonen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 2A.

**Learning outcomes:**

Student is familiar with how firms' and people's decisions on a micro-level affect the macro-level phenomena in cities and regions. He/she will understand the broad range of relationships between economics and geography. Students are also able to express their ideas analytically and effectively in written form.

**Contents:**

Agglomeration of economic activities, regional input-output analysis, analysis of some essential features of spatial labor markets and interregional immigration flows. Current topics of urban and regional economic development and policy.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

24 hours of lectures, 12 hours for computer lab exercises, preparing for the lectures, exercises and individual /group assignments 124 hours.

**Target group:**

Second year master's students.

**Recommended or required reading:**

[McCann, P.: Urban and Regional Economics. New York: Oxford University Press.2001 or 2013;](#)

[Armstrong, H. & Taylor, J.: Regional Economics and Policy, 3 rd ed. Oxford: Blackwell. 2000.](#)

Other material to be shared on lectures.

**Assessment methods and criteria:**

Assessment will be based on two individual written reports/essays and two computer lab exercises and written reports conducted either independently or in a small group.

**Grading:**

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

**Person responsible:**

Professor (acting) Jaakko Simonen

**Working life cooperation:**

Student understands how the activities of people and firms affect the evolution of regional economy. Student is also familiar with the background of current regional economic phenomena.

**Other information:**

The number of students is limited.

## 721559S: Venture Growth Strategies, 6 op

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sakari Sipola

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721559S Venture Growth Strategies (OPEN UNI) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English.

**Timing:**

Period A. It is recommended to complete the course at the 1st autumn semester of the Master's program.

**Learning outcomes:**

After the course, the student is able to tackle business development challenges both within existing companies and new firms. The student can exploit a series of frameworks and tools for (1) building market understanding and a match between the developed offering and market needs, and (2) organizing the needed resources and competencies for scaling the business at international markets. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Contents:**

The course focuses on building and managing new high-growth ventures by applying the most recent advancements in the field. Practically orientated concepts like lean startup, customer development, design thinking and business model innovation are covered together with different forms of entrepreneurial finance such as angel investing and venture capital.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Blended teaching method of 36 hours of lectures and online material with reflection (72 h), reading the course literature (50 h), writing the report (38 h). The responsible person will provide further details in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

Basic and intermediate studies in international business management

**Recommended optional programme components:**

No

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

Assessment will be based on individual written report and lecture activity.

**Grading:**

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

**Person responsible:**

Sakari Sipola

**Working life cooperation:**

Visiting industry experts provide real-life cases and examples.

**Other information:**

The number of students is limited.