

# Opasraportti

## OBS - Courses in English for exchange students (2019 - 2020)

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

This Course Catalogue lists courses taught in English that are available for exchange students in Oulu Business School during academic year 2019-20.

When preparing your study plan please use the information 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.). Please make sure that you have chosen courses from the correct term (Autumn/Spring).

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 SoleMOVE by the deadline given, proposed study plan is attached to the on-line application.

Accepted exchange students are required to register to all courses. Course registration takes place once you have received your University of Oulu login information, this takes place close to the start of your exchange period. When registering you will be able to find detailed information on teaching and schedule under **Instruction** tab.

#### Teaching periods for 2019-20

##### Autumn term 2019

Period 1: Sept 2 - Oct 25, 2019

Period 2: Oct 28 – Dec 20, 2019

##### Spring term 2020

Period 3: Jan 7 – March 6, 2020

Period 4: March 9 – May 8, 2020

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

Any questions on courses in Oulu Business School should be addressed to:

Education Designer Riitta Kataja  
study.business(at)oulu.fi

Further information on application process and services for incoming exchange students:  
[www.oulu.fi/university/studentexchange](http://www.oulu.fi/university/studentexchange) or international.office(at)oulu.fi

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721193S: Advanced Auditing & Assurance, 6 op  
 721194S: Advanced Cost Accounting, 6 op  
 721189S: Advanced Financial Statement Analysis, 6 op  
 721197S: Advanced International Accounting, 6 op  
 721347S: Advanced Macroeconomics, 6 op  
 721195S: Advanced Management Control, 6 op  
 721348S: Advanced Microeconomics, 6 op  
 721956S: Alternative Investments, 6 op  
 721351S: Applied Econometrics, 6 op  
 721383S: Asset Pricing, 6 op  
 721436S: Brand Management, 6 op  
 724812P: Building Change Through Entrepreneurship, 5 op  
 721469S: Business Marketing in Networks, 6 op  
 721433S: Consumer Behavior, 6 op  
 721963S: Corporate Finance, 6 op  
 721128S: Corporate Governance, 6 op  
 721134A: Cost Management Systems, 6 op  
 721472S: Digital Marketing, 6 op  
 721073S: Empirical Research, 6 op  
 724815P: Entrepreneurial Assignment, 5 op  
 721563S: Entrepreneurial Leadership, 6 op  
 721564S: Entrepreneurial Leadership Coaching, 6 op  
 724811P: Entrepreneurship for Sustainability, 5 op  
 724813P: Entrepreneurship in Action, 5 op  
 721960S: Financial Risk Management, 6 op  
 721138S: Fundamentals of Accounting, 6 op  
 721352S: Fundamentals of Economics, 6 op  
 721957S: Fundamentals of Finance, 6 op  
 724210A: Global Economics, 5 op  
 721070S: Globally Responsible Business, 6 op  
 721556S: Institutional Context of Global Business, 6 op  
 721538S: International Business Theory, 6 op  
 721350S: International Macroeconomics and Finance, 6 op  
 724201A: Internationalization, 5 op  
 724814P: Introduction to Business Development, 5 op  
 721537S: Introduction to Strategizing Practices, 6 op  
 721192S: Management Accounting Research, 6 op  
 724204A: Management Control, 5 op  
 721349S: Managerial Economics, 6 op  
 724202A: Managing Multinationals, 5 op  
 721460S: Marketing Theory, 6 op  
 721338S: Mathematical Economics, 6 op  
 721064S: Methods in Business Research, 6 op  
 723038S: Multinational Enterprise Theory, 6 op  
 721562S: Organizational Change and Development, 6 op  
 721541S: Perspectives on Innovation Management, 6 op  
 721952S: Portfolio Management, 6 op  
 721066S: Principles of Econometrics, 6 op  
 721474S: Procurement and Supply Chain Management, 6 op  
 721072S: Quantitative Economics, 6 op  
 721473S: Quantitative Methods in Marketing Research, 6 op  
 721434S: Selling and Sales Management, 6 op  
 721471S: Service Marketing and Management, 6 op  
 724206A: Strategic Marketing Management, 5 op  
 721463S: Sustainable Marketing Management, 6 op  
 721559S: Venture Growth Strategies, 6 op

## Opintojaksojen kuvaukset

## Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

### 910003S: , 5 op

**Voimassaolo:** 01.08.2014 - 31.07.2017

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

English

**Timing:**

Fall (Period C)

**Learning outcomes:**

During the course the students will get familiar with concepts of learning, collaboration, creativity and emotions. They will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyse 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 organise and host an art exhibition together.

**Contents:**

This 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 metaphor to describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams.

**Mode of delivery:**

Participating in the 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. Reflecting the learning experiences in a personal learning diary during the course. Returning the learning diary latest one week after the course.

**Target group:**

Open to all

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials provided during the course.

**Assessment methods and criteria:**

Active participation in the teamwork. Learning diary assessment.

**Grading:**

Pass or Fail.

**Person responsible:**

Johanna Bluemink

**Working life cooperation:**

-

**Other information:**

The number of students is restricted

Find the Facebook group: "Building Business through Creativity and Collaboration"

<https://www.facebook.com/groups/108738746124019/>

## 721193S: Advanced Auditing & Assurance, 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 credits

### **Language of instruction:**

English

### **Timing:**

Period 4 (1st year)

### **Learning outcomes:**

After passing the course, the student is able to apply key theories underlying the audit process, assurance services 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:**

Introduction to assurance and financial statement auditing. Concept of audit quality – quality surrogates. Audit risk. Audit sampling theories and applications. Audit pricing. Professional responsibilities and ethics.

### **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 in accounting.

### **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: CODE! Fundamentals of Accounting, 721137S International Financial Reporting and 721132S Auditing.

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

NA

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

Eilifsen, Messier, Glover, Prawitt: Auditing & Assurance Services - International Edition, 2014 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 (a 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 board memberships 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 credits.

**Language of instruction:**

English

**Timing:**

Period 4 (year 1)

**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 management accounting calculations, and will be familiar with TDABC calculations in practise.

**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

**Target group:**

Accounting major students

**Prerequisites and co-requisites:**

721134S Cost Management Systems

**Recommended optional programme components:**

N/A

**Recommended or required reading:**

Zimmerman, J.L. Accounting for Decision Making and Control, 8th ed. McGraw-Hill, Prentice-Hall, 2013. Other material provided by the lecturer.

**Assessment methods and criteria:**

Course assignments, exercises and exam.

**Grading:**

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

**Person responsible:**

Professor Janne T. Järvinen

**Working life cooperation:**

Students will 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 Statement Analysis, 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 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year of the Master's programme)

**Learning outcomes:**

After completing the course, students have knowledge and skills needed in analyzing financial statements in various decision-making situations. In particular, students can analyze financial statements in order to evaluate (i) various aspects of the profitability of the firm, (ii) cash flows vs. accrual earnings, (iii) credit risk of the firm, and (iii) the value 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, home assignments, 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, 4 h of case discussions and presentations/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: 721138S Fundamentals of Accounting.

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

Petersen, C., Plenborg, T, and Kindersal, F. (2017). Financial Statement Analysis: Valuation – Credit analysis – Performance Evaluation. Vigmostad & Bjorke AS, 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:**

Juha-Pekka Kallunki

**Working life cooperation:**

The course focuses on working life skills on how financial and credit analysts, corporate finance advisors and investors use financial statement analysis 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:** Anna Rossi

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period B (2nd year of the Master's programme)

**Learning outcomes:**

After passing the course, the student can 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 can 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 (18 hours), exercises (10 hours), term paper (32 hours), self-study (100 hours).

**Target group:**

Major students.

**Prerequisites and co-requisites:**

721138S Fundamentals of Accounting (or 721137S International Financial Reporting).

**Recommended optional programme components:**

Not applicable.

**Recommended or required reading:**

[Selected IAS and IFRS standards. Revsine, Collins, Johnson, Mittelstaedt & Soffer: Financial Reporting and Analysis, 5th ed. \(2015\). McGraw-Hill/Irwin. 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:**

Anna Rossi

**Working life cooperation:**

The course will develop in-depth knowledge and essential skills needed for working in accounting departments of companies following IFRS standards. Additionally, investors, financial analysts and auditors working with such companies will benefit from the skills developed during this course.

**Other information:**

The number of students is limited.

## 721347S: Advanced Macroeconomics, 6 op

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Puhakka Mikko

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 4 (1st year of Master's Programme)

**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 first year Master's students

**Prerequisites and co-requisites:**

Fundamentals of Economics (Intermediate micro and macroeconomics), Mathematical Economics, and preferably Advanced Microeconomics (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.

## 721195S: Advanced Management Control, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (2nd year of the Master's Programme)

**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 organisations.

**Mode of delivery:**

Face-to-face teaching with materials and resources online, a possibility for a blended approach.

**Learning activities and teaching methods:**

Lectures with small group-based exercises 28 h and a possibility for blended learning online, 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:**

The first year studies of Accounting or 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 online.

**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.

**721348S: Advanced Microeconomics, 6 op**

**Voimassaolo:** 01.08.2019 -

**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

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**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 (firms and customers), market analysis, general, general equilibrium analysis, duopoly competition models, game theory, decision making under uncertainty

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 lectures and 18 hours of exercises, preparing for the lectures, exercises mid-term exams

**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, term paper, exercises

**Grading:**

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

**Person responsible:**

Jaakko Simonen

**Working life cooperation:**

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.

## 721956S: Alternative Investments, 6 op

**Voimassaolo:** 01.08.2010 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Petri Sahlström

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

Period 1

**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:**

Hedge funds, Private equity funds

**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:**

Asset Pricing, Portfolio Management

**Recommended optional programme components:**

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**Recommended or required reading:**

Material provided by the instructors.

**Assessment methods and criteria:**

Final exam or other form decided by instructor

**Grading:**

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

**Person responsible:**

Petri Sahlström

**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.

## 721351S: Applied Econometrics, 6 op

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sanna Huikari

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (2nd year of Master's Programme)

**Learning outcomes:**

Upon completion of the course, a student is able to analyze econometric modeling problems, perform appropriate econometric analyses, and report on the results in a coherent manner related to the empirics of economics and/or finance.

**Contents:**

Focus of this course is on using and applying various econometric techniques used for cross-sectional, time-series and panel data. The course also builds students skills in conducting their own empirical research.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 hours of lectures, including tutorials for home assignments. Independent studying and completing assignments  
124 hours.

**Target group:**

Optional for second year Master's students in Economics and Finance.

**Prerequisites and co-requisites:**

806116P Basic Methods in Statistics (in Finnish: 806116P Tilastotiedettä kauppatieteilijöille) or elementary knowledge of statistics and probability theory, and 721066S Principles of Econometrics

**Recommended optional programme components:**

None

**Recommended or required reading:**

Brooks, Chris: Introductory Econometrics for Finance, 3rd ed. Stock James H., & Watson Mark W.: Introduction to Econometrics, 2nd or 3rd ed. Gujarati, Damodar: Econometrics by Example, 2nd ed. Other material announced during the lectures.

**Assessment methods and criteria:**

Home assignments and learning diary.

**Grading:**

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

**Person responsible:**

Post-doctoral researcher Sanna Huikari

**Working life cooperation:**

The course provides students with the various econometric techniques that are of both academic and vocational value. The obtained skills can be applied eg. in informing decision-making and providing quantitative insights into economic and financial problems.

**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:** Asif Ruman

**Opintokohteen kielet:** English

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

Upon completion of the course, students understand the foundations of asset pricing theory, empirical tests of asset pricing models, multi-factor asset pricing models, the stylized facts about stock returns.

**Contents:**

Capital asset pricing model (CAPM) and its drawbacks, state pricing, stochastic discount factor, utility theory and risk aversion, consumption-based model, beta representation, ICAPM, Arbitrage pricing theory, regression-based tests of linear factor models, portfolio sorts, anomalies, multi-factor explanations, the cross-section of stock returns, time-series predictability of stock returns.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures, including class exercises. Students also engage in a group project in which they present assigned topic and write learning diaries for other presented topics.

**Target group:**

Students of the Master's program in Finance

**Prerequisites and co-requisites:**

Fundamentals of Finance, Principles of Econometrics and Mathematical Economics (Recommended)

**Recommended optional programme components:**

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**Recommended or required reading:**

The main readings include the lecture notes, a selected set of scientific articles, and other course material which will be distributed during the course. The companion books are the followings:

- Cochrane, John H. Asset pricing. (<https://oula.finna.fi/Record/oula.875857>)
  - Munk, Claus. Financial asset pricing theory. (<https://oula.finna.fi/Record/oula.1231595>)
- Bali, Turan G., Robert F. Engle, and Scott Murray. Empirical asset pricing: the cross section of stock returns. John Wiley & Sons, 2016. (<https://oula.finna.fi/Record/oula.1652146>)

**Assessment methods and criteria:**

The final evaluation is based on the group presentation, reflections, classroom assignments, final exam, as well as other class activities.

**Grading:**

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

**Person responsible:**

Asif Ruman

**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:** Saila Saraniemi

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721427A Brand Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**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 brand value from the perspectives of a 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 student is able to analyze different phases and factors of the branding process and to formulate different research possibilities within the brand phenomenon. Accordingly, the student is able to make brand-related decisions and apply brand perspective as a strategic asset of businesses. Students are also able to communicate and popularize research results and scientific knowledge to public audiences.

**Contents:**

The brand phenomenon from versatile and contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and evolution of brand research, designing branding strategies and brand communication, brand value, network perspective in branding, managing brands over time. 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 November at Noppa and online learning space) (26 h), lectures and visiting lectures, (34 h), reading the assigned articles (20 h), brand analysis (including real-life case) as group work (40 h), learning diary (40 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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 (home-exam at online learning space, deadline week 2) AND an article collection announced during the course. Recommended additional material: Rajendra K. Srivastava and Gregory Metz Thomas (eds.). 2016. The Future of Branding.

**Assessment methods and criteria:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation (50 %) and an individual learning diary (30 %). The assessment is based on the learning outcomes of the course unit. Before the course, follow Noppa for announcements regarding pre-exam material, and sign in for the course preferably by the end of December.

**Grading:**

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

**Person responsible:**

Dr. Saila Saraniemi

**Working life cooperation:**

The course includes guest lectures from different fields of branding. The students will implement a brand analysis of a company as part of their group work.

**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

**Opettajat:** Ahmad Arslan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724812P Building Change Through Entrepreneurship (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Timing:**

Period 3

**Learning outcomes:**

After the course the students should:

1. Have the basic knowledge about start-ups and new business creation
2. Have the ability to find and utilize information for new business creation
3. Have the knowledge how to analyze own business-case
4. Have the knowledge how the to plan a new start-up
5. Have the ability to present own business-case

**Contents:**

Introducing entrepreneurship, discovering entrepreneurial 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, workshops, and group work.

**Learning activities and teaching methods:**

The course includes 36 contact hours. Reading the course literature (30 h), completion of the group work (24 h) and preparing for the assignments (43 h).

**Target group:**

Open to all university students

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

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

Lecture materials

**Assessment methods and criteria:**

- 1) Participate in the workshops
- 2) Complete learning tasks
- 3) Take the 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 and coaching on new business creation. In the workshops are analyzed real-life situations, designed solutions and practiced new business creation skills.

## **721469S: Business Marketing in Networks, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**Learning outcomes:**

Upon completion of the course, students are able to understand, define and assess different theoretical approaches to business marketing in networks. They are able to explain why the different kinds of networks are important in global business life and are able to coordinate those considering strategic goals of the company. Students are able to analyze the underlying logic of different types of strategic nets, value creation between organizations likewise sources of conflict and conflict resolution strategies. Having completed the course, students are able to view and evaluate business relationships from different perspectives and are capable to evaluate and argue the relevance and usefulness of different B2B marketing theories in their Master's Thesis when needed. In addition, students have enhanced their multicultural teamwork skills in group working.

**Contents:**

The basic concepts and principles of managing business relationships and network thinking including the following themes: strategic thinking and strategic nets; value creation; key account management; relationship portfolios; development of business relationships; business relationships and networking in international context; sources of conflict in networks and conflict resolution.

**Mode of delivery:**

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

**Learning activities and teaching methods:**

Students need to attend the pre-exam (20 h) to enter the course. Course includes 80 hours of independent online studies and contact lectures, and related to these article analyses and mini cases, multicultural group works and related presentations. Independent reading of the articles and related material for the exam or individual assignment is required to pass the course (60 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 Study Portal.

**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/individual assignment: Article collection, lecture material and other material appointed by the lecturers.

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Dr. Hanna Komulainen and Professor 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, visiting industry experts with real-life cases and practicing multicultural teamwork during the course gives relevant skills for work life.

**Other information:**

The number of students is limited. Please note that **registration for this course ends 15.12.2019** and after that, students will not be accepted for the course.

## 721433S: Consumer Behavior, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Eeva-Liisa Oikarinen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721419P Consumer Behavior 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

6 credits

### **Language of instruction:**

English

### **Timing:**

Period 1 (year 1)

### **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.

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

Quantitative and qualitative research methods

### **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. or newer

### **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 3

**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 credits

**Language of instruction:**

English

**Timing:**

Period 2 (2nd year)

**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:**

Accounting (Finance, Economics) 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.

**721134A: Cost Management Systems, 6 op****Voimassaolo:** 01.05.2015 -**Opiskelumuoto:** Intermediate Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Hannele Kantola**Opintokohteen kielet:** English**Leikkaavuudet:**

721134S Cost Management Systems 6.0 op

**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

6 credits.

**Language of instruction:**

English

**Timing:**

Period 3 (1 year of Master's programme)

**Learning outcomes:**

After completing the course, the student is able to recognize the types of calculations used in various decision-making situations, and understand various business processes and operations, and connections between them. S/he can also evaluate how the management control of organizations rests upon its technological infrastructure, particularly ERP systems.

**Contents:**

The course focuses on relevant costs for decision making and selecting suitable cost accounting systems in different circumstances (target costing, life-cycle costing, Kaizen costing, Lean). Understanding the role of accounting information in management control and the use of ERP systems in business processes.

**Mode of delivery:**

Face-to-face –teaching.

**Learning activities and teaching methods:**

20h of lectures, 16h exercises (using ERP system) and self-study 124 h.

**Target group:**

Major students in accounting. Elective for major students in finance and economics.

**Prerequisites and co-requisites:**

The recommended prerequisite is the completion the course of Fundamentals of Accounting.

**Recommended optional programme components:**

None

**Recommended or required reading:**

Kaplan & Atkinson: Advanced Management Accounting, 3rd edition or newer, chapters 1-6 and 12.

Braun, K.W. and Tietz, W.M. Managerial Accounting, 3th or newer, Chapter 4.

Drury, C. Management and cost accounting, 8th or newer, Chapters 21-22, 24 and Appendix 9.1. Theory of Constraints & throughput accounting (pp. 212 – 216 in 8th ed.).

**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:**

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.

**721472S: Digital Marketing, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Timo Koivumäki

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (Year 1)

**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. Emphasis is also placed on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) identification of digital marketing objectives and strategy, (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:**

Professor Timo Koivumäki and Dr. Teck Ming (Terence) Tan

**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.

**721073S: Empirical Research, 6 op**

**Voimassaolo:** 01.08.2019 -

**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 credits

**Language of instruction:**

English

**Timing:**

Period 1 and 2 (2nd year)

**Learning outcomes:**

Upon completion of the course, students understand the nature and the key elements of empirical research in Accounting/Economics/Finance, are familiar with the data gathering process, and are able to demonstrate competency in complying with academic writing guidelines. They are able to write a literature review on a selected topic and conduct basic empirical analyses using excel and one other programming language.

**Contents:**

Introduction to empirical research and basics of econometrics; information retrieval from the library's databases; analysis of a scientific empirical article; current research topics; academic writing and writing guidelines; data and available databases; basics of Excel and E-views/R/SAS.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

46 hours of lectures, including multiple individual and group activities. Students also engage in a set of individual assignments.

**Target group:**

Students of the Master's programs in Accounting, Economics and Finance.

**Prerequisites and co-requisites:**

Fundamentals of Economics, Fundamentals of Finance or Fundamentals of Accounting.

**Recommended or required reading:**

The reading material will be distributed during the course.

**Assessment methods and criteria:**

The final assessment is based on the aggregate grade of the class activities and individual assignments.

**Grading:**

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

**Person responsible:**

Juha-Pekka Kallunki

**Working life cooperation:**

The course facilitates the knowledge and the tools that can boost the skills required for a career in quantitative fields.

**Other information:**

The number of students is limited. Sessions are divided into common sessions and major-specific sessions.

Students choose one of three programming language modules.

## 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 credits

**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 compile the course through participating in different entrepreneurship supporting activities. The students can for example participate in Business Kitchen and 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 teaching including entrepreneurial project, event, workshop, etc. Individual written assignment and reading the agreed materials.

**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:**

Open to all university students

**Prerequisites and co-requisites:**

No

**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:**

Sari Perätalo

**Working life cooperation:**

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

**Other information:**

Contact the responsible teacher to enroll in the course.

**721563S: Entrepreneurial Leadership, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Vesa Puhakka

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay721563S Entrepreneurial Leadership (OPEN UNI) 6.0 op

721536S Leadership and Change 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Periods 1 and 2. It is recommended to complete the course at the 1st Autumn semester of the Master's program in International Business Management.

**Learning outcomes:**

The course enables students to expand their thinking outside the accustomed concepts of leadership and to explore the area of entrepreneurial leadership in fast changing international business context. After completing this course students understand the key assumptions and components of entrepreneurial leadership, know how to apply entrepreneurial leadership to changing international business situations, can analyze the personal and social implications of entrepreneurial leadership, and know how to continue learning about entrepreneurial leadership.

**Contents:**

This course examines entrepreneurial leadership in the context of changing international business. The course offers approaches to entrepreneurial leadership and explores it through interplay of theory and practice. The course includes workshops in which are practiced entrepreneurial leadership in dynamic, changing and diverse international business situations.

**Mode of delivery:**

Face-to-face teaching, workshops, and group work.

**Learning activities and teaching methods:**

Lectures and workshops 36h. 124h group assignments. Further details will be provided by the responsible teacher in the first session.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

Article collection, lecture materials.

**Assessment methods and criteria:**

Assessment based on the group assignment.

**Grading:**

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

**Person responsible:**

Vesa Puhakka

**Working life cooperation:**

In the workshops are analyzed the challenges of international business leadership. Groups develop suggestions for solutions to lead international business. New companies that grow internationally rapidly are at the center of the agenda.

**Other information:**

The number of students is limited.

This course cannot be taken if you have previously completed the course 721536S Leadership and Change

## 721564S: Entrepreneurial Leadership Coaching, 6 op

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hanna Okkonen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721561S Leadership Practice and Research 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3. 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 data and how to analyze collected data. Leadership theories are used as a reflective lens in data analysis.

**Mode of delivery:**

Face-to-face teaching, group work, visitors, student presentations.

**Learning activities and teaching methods:**

Lectures, visitors and group presentations 32h. 128h group assignments and personal assignment.

**Target group:**

Students of the Master's program in International Business Management

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

Entrepreneurial Leadership

**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:**

Nina Lunkka, Hanna Okkonen

**Working life cooperation:**

Course will have multiple visitors from different companies

**Other information:**

The number of students is limited.

## 724811P: Entrepreneurship for Sustainability, 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 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 2019)

**Learning outcomes:**

After the course the students should:

Understand the roles of entrepreneurship in creating socially responsible change in society, know how to map and analyze alternative sustainable entrepreneurial business ideas based on individual strengths, values and the UN SDGs, know creative problem solving assessment methods, know how to communicate about entrepreneurial ideas.

**Contents:**

Course description

The course outlines interdisciplinary skills and knowledge that foster the creation of a sustainable entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in various contexts of society, ecosystems, and businesses. The focus is on entrepreneurial mindsets, responsible business 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 and entrepreneurship in building sustainable societies. In addition, students have the opportunity to present their sustainable business ideas to responsible business experts.

Course objectives

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 identify their alternative roles, opportunities, and viewpoints regarding entrepreneurial choices they can make; students strengthen their skills of responsible business and are able to assess choices for business as promotor of social change based on the UN Sustainable Development Goals; students are able to define and assess alternative contexts for entrepreneurial action and to create and assess alternative business scenarios for their future; students are able to recognize and analyze business opportunities and social/customer problems and challenges; students are able to create and evaluate alternative solutions to the identified opportunities, problems, and challenges of responsible business; students are able to communicate effectively about their entrepreneurial ideas.

**Mode of delivery:**

Lectures, workshops and online learning

**Learning activities and teaching methods:**

Learning takes place mostly in groups by means of intensive lectures and workshops, visitor presentations and discussions, both in class and via online learning platform. The course includes 36 contact hours. Reading the course literature (20 h), Groupwork (80 h) and learning diary report (35 h).

**Target group:**

Open to all University Students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Selected readings are provided during the course

**Assessment methods and criteria:**

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

**Grading:**

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

**Person responsible:**

Anne Keränen, Jan Hermes and Sara Moqaddamerad

**Working life cooperation:**

The course incorporates real life case examples and meetings with sustainable entrepreneurship practitioners and experts. Students learn interdisciplinary skills that can be applied in real working life.

**Other information:**

The number of students is limited.

## 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 credits

**Language of instruction:**

English

**Timing:**

Periods 1-4

**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.

**Contents:**

Students take the Business Kitchen's Programme [Avanto](#) to entrepreneurship in action course. 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:**

Open to all University Students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Selected readings are provided during the course

**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:**

Niina Karvinen ja 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

## 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:** Petri Sahlström

**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:**

Petri Sahlström

**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.

**721138S: Fundamentals of Accounting, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hannele Kantola

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (1 year of Master's programme)

**Learning outcomes:**

After completing the course, the student is able to understand, analyze and prepare accounting information used in internal and external reporting.

**Contents:**

Fundamentals of management accounting: understanding cost accounting, cost concepts, cost recording, different product costing methods, cost-volume-profit analysis and using cost accounting information in short-term decision making. Fundamentals of financial accounting: double-entry bookkeeping, accrual accounting, matching principle, revenue recognition, and measurement and recognition of assets and liabilities. Preparation of financial statements: income statement, balance sheet, and cash flow statement.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 h of lectures and self-study 124 h.

**Target group:**

Major students in accounting. Elective for major students in finance and economics.

**Prerequisites and co-requisites:**

Not applicable.

**Recommended optional programme components:**

None

**Recommended or required reading:**

Materials provided by lecturers.

**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:**

Hannele Kantola, Anna Rossi

**Working life cooperation:**

The course will develop essential knowledge and skills needed for working in accounting departments of companies. The skills include formulation and solving cost calculation problems for reducing and controlling costs, preparation of financial statements using information on business transactions.

**Other information:**

The number of students is limited.

**721352S: Fundamentals of Economics, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Matti Koivuranta

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 and 2 (year 1)

**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. The student 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 basic concepts of consumer and firm theory, market equilibrium, market structures, economic growth, business cycles, monetary and fiscal policy

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 lectures and 18 hours of exercises, preparing for the lectures, exercises mid-term exams

**Target group:**

The first year Master's students

**Recommended or required reading:**

Varian, H.: Intermediate Microeconomics, A Modern Approach, 8th (or older) edition

Williamson, Stephen D.D.: Macroeconomics, 4th ed., Pearson/Prentice Hall 2011

and other material delivered in class.

**Assessment methods and criteria:**

Written exam, exercises

**Grading:**

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

**Person responsible:**

Matti Koivuranta, Mikko Vaaramo

**Working life cooperation:**

The students will learn problem solving and analytical skills. Students deepen their understanding of their own profession.

**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

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits / 160 hours of work

**Language of instruction:**

English

**Timing:**

Period 1

**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.

## 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

**Language of instruction:**

English

**Timing:**

Period 1 (3rd year)

**Learning outcomes:**

After passing the course the student is capable to explain the impact of international trade on the economy. In addition, the student can compare different instruments of trade policy and their welfare effects. The student also understands basic functioning of foreign exchange markets.

**Contents:**

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

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

36 hours of lectures (including exercises) and 93 hours of independent study of the textbook. 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. edition](#); other material announced during the lectures.

**Assessment methods and criteria:**

Literature examination, exercises

**Grading:**

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

**Person responsible:**

Matti Koivuranta

**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

## 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

**Language of instruction:**

English

**Timing:**

Period 3 (year 2020)

**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 credits (5 Master level courses).

**Recommended optional programme components:**

No

**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 Minna Ahokas

**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.

## 721556S: Institutional Context of Global Business, 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

**Language of instruction:**

English

**Timing:**

Period 3 (1st year)

**Learning outcomes:**

The students will acquire an introductory level understanding of key institutional phenomena related to global business, including social, cultural, political and technological dimensions of business environment.

**Contents:**

Emanating from a sociopolitical perspective, the course will introduce different institutional dimensions of global business environment and their impact on organizations. Special attention will be paid to culture, politics, and techno-economic changes of society.

**Mode of delivery:**

Lectures, group work exercises and self study.

**Learning activities and teaching methods:**

Lectures (20h) with reflection (40h), group work and oral debate (40h), reading the course literature (40h), writing the group work assignment (40h).

**Target group:**

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

**Prerequisites and co-requisites:**

Basic studies in international business management.

**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 provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes. 1) Lectures and learning diary and 2) group work debate weight 50% each.

**Grading:**

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

**Person responsible:**

Juha Tuunainen, Tuure Haarjärvi

**Working life cooperation:**

The students will be able to reflect and recognize managerial challenges associated with the global business environment.

**Other information:**

The number of students is limited.

## 721538S: International Business Theory, 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

**Language of instruction:**

English

**Timing:**

Period 1. It is recommended to complete the course at the 1st Autumn semester of the Master's program in International Business Management.

**Learning outcomes:**

After completing the course the students should be able to discuss internationalization from several theoretical perspectives and describe internationalization theories with respect to their core assumptions and key concepts. They should be able to compare the ideas and assess the value of theoretical approaches in different situations. Furthermore, the students should be able to use theories in analysis of international business operations of firms. The students should also have developed their analytical, academic writing and argumentation skills.

**Contents:**

This 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. Case studies are used to practice applying of the theories in analysis of internationalization of firms.

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

Individual and peer community based learning activities online with weekly assignments and deadlines. Learning activities include independent reading of the assigned materials (60h), reflecting upon the presented theories in written (10h), commenting on scientific articles (10h), participating online discussions on cases (20h), and writing individual learning reports (60h).

**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:**

Collection of articles named by the instructor.

**Assessment methods and criteria:**

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. Students also learn working and communication skills in an online environment.

**Other information:**

The number of students is limited.

**721350S: International Macroeconomics and Finance, 6 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Marko Korhonen

**Opintokohteen kielet:** English

**Leikkaavuudet:**

721317S International Macroeconomics 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 3 (year 1)

**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.

**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. In addition, the issues of monetary union will be covered.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

14 hours of lectures, 10 hours of student presentations, exam 3 hours, preparing for the lectures, student presentations and exam 124 hours.

**Target group:**

First year Master's students

**Prerequisites and co-requisites:**

Fundamentals of Economics or Fundamentals of Finance

**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:**

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:** Ahmad Arslan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724201A Internationalization (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Timing:**

Period 1 (3rd year)

**Learning outcomes:**

Upon completion of the course, the students understand what an international business context is, and know the key drivers of internationalization and globalization. The students further understand dynamics of internationalization in both manufacturing and service sectors. The students are able to recognize and describe pros and cons of different international operation modes of firms. Finally, the students learn to compare and evaluate the international operation modes in specific decision-making situations for both multinational enterprises and small & medium sized enterprise.

**Contents:**

Lectures will focus on following themes. (1) What, Why, How and Where of Internationalization: An Overview of Globalization (2) Regional Integration, Trading Blocs and Internationalization (3) Focus on European Union and Internationalization Implications (4) Internationalization of Industries (5) Internationalization of Service Sector (6) Internationalization: Rules of the Game (7) Internationalization Decision Making Process (8) Exporting Modes and Licensing (9) Franchising (10) Management contracts, contract manufacturing, international project operations (11) International Strategic Alliances (12) Greenfield Investments (13) Acquisitions (14) Counter Trade (15) Operation Mode Combination and Mode Changes.

**Mode of delivery:**

Face-to-face teaching complemented with online resources

**Learning activities and teaching methods:**

The course consists of 32 h lectures, preparation for lectures (18 h), and, reading the literature and preparation for assignment (50 h), and writing the final assignment (40 h).

**Target group:**

B.Sc. (Economics & Business Administration) and exchange students.

**Prerequisites and co-requisites:**

Earlier relevant modules.

**Recommended optional programme components:**

This course is part of Global perspectives -module

**Recommended or required reading:**

Welch, L, Benito, G & S Petersen, B. (2018). *Foreign Operation Methods. Theory, analysis, strategy*. Edward Elgar Publishing Ltd. Cheltenham. 2<sup>nd</sup> Ed.

Dicken, P. (2015). *Global Shift: mapping the changing contours of the world economy*, 7th Edition. Sage Collections of relevant articles and online resources

**Assessment methods and criteria:**

3000 words individually written assignment on international operation modes

**Grading:**

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

**Person responsible:**

Ahmad Arslan

**Working life cooperation:**

The course uses a number of real-life examples and case studies from companies including both MNEs and SMEs regarding their international operation mode decisions in different markets.

**Other information:**

N.A.

## 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 credits

**Language of instruction:**

English

**Timing:**

Period 1

**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 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:**

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:**

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:**

The number of students is limited

**721537S: Introduction to 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

**Language of instruction:**

English

**Timing:**

Period 2 (year 2019) 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.

## 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 credits.

**Language of instruction:**

English

**Timing:**

Periods 2 and 3 (year 2)

**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, paradigms and related methods. 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:**

Accounting major students

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

N/A

**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:**

Course assignments, exam and term paper. The exam must be passed in order to participate in the term paper presentations.

**Grading:**

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

**Person responsible:**

Professor Janne T. 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

### **Language of instruction:**

English

### **Timing:**

Period 1 (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. Secondly, they can identify and discuss viewpoints to consider when controlling multinational operations. Moreover, students can 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 online.

### **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 six case-based home assignments in groups. 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.

## 721349S: Managerial Economics, 6 op

**Voimassaolo:** 01.01.2019 -

**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

**Language of instruction:**

English

**Timing:**

Period 4 (year 2020)

**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 exercises, term paper assignment, exam 3 hours

**Target group:**

1st year master's students

**Assessment methods and criteria:**

Exam 70%, term paper 30%

**Grading:**

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

**Person responsible:**

Maria Kopsakangas-Savolainen

## 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:**

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Timing:**

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

**Mode of delivery:**

Face-to-face teaching with materials and resources online.

**Learning activities and teaching methods:**

The course consists 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 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. Students need to pass two group works related to given themes during the course, and the students need to pass the final exam. The assessment 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

**Language of instruction:**

English

**Timing:**

Period 4. It is recommended to complete the course at the 1st 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:**

24 contact teaching, 42h teamwork, independent reading of the textbooks (94 h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

Students need to have completed minimum of 30 ECTS in marketing master level courses 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. (2016) Marketing Theory AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. (2009 or newer). See further instructions from detailed course description on Noppa.

**Assessment methods and criteria:**

Home exam including oral exam in pairs (50 %), groupwork (25 %), individual reflection report (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:**

Professor Pauliina Ulkuniemi

**Working life cooperation:**

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

**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: Tomi Alaste

Opintokohteen kielet: English

**Leikkaavuudet:**

721220A Mathematical Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English.

**Timing:**

Period 1 (year 1)

**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, 12 hours of exercises, exam 3 hours, preparing for the lectures, exercises and exam 109 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, exercises.

**Grading:**

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

**Person responsible:**

Tomi Alaste

**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

**Language of instruction:**

English

**Timing:**

Period 4 (1st year)

**Learning outcomes:**

Students will learn to plan and conduct scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods to produce new knowledge and report research results.

**Contents:**

The following themes will be covered: 1) research and writing as a process, 2) research ethics, 3) research planning and research design, 4) literature review, 5) data collection, 6) data analysis and 7) drawing conclusions.

**Mode of delivery:**

Lectures, group exercises and self study.

**Learning activities and teaching methods:**

Lectures and group exercises (32 h), group work (44 h), self-study (54 h).

**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 international business management.

**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 provided by teachers.

**Assessment methods and criteria:**

Assessment will be based on the learning outcomes.

**Grading:**

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

**Person responsible:**

Associate Professor Juha Tuunainen

**Working life cooperation:**

Students will learn analytical skills that will help them to deal with complex real-life problems. They will learn to search for information and analyze it critically, evaluate the credibility of the information, and create new knowledge to make managerial decisions.

**Other information:**

The number of students is limited.

**723038S: Multinational Enterprise Theory, 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 credits

**Language of instruction:**

English

**Timing:**

Period 2. 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 paradigm, resource-based view of the firm, and dynamic capability perspective of multinational enterprises. Course addresses specific issues related to the determinants of MNEs, the patterns of foreign direct investments (FDIs), 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 with materials and resources online.

**Learning activities and teaching methods:**

The course consist of 24 hours lectures with reflections, 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.

## 721562S: Organizational Change and Development, 6 op

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anniina Rantakari

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2019)

**Learning outcomes:**

Upon completion of the course, the student is able to recognize and critically evaluate different organizational change processes. The student can analyze dynamics of change management. Drawing on these, the course provides capabilities to as a change agent in different kinds of organizational contexts.

**Contents:**

The purpose of the course is to understand the foundations of organizational change processes and change management. The course focuses on different drivers and elements of organizational change as well as on the challenges organizational members face during change.

**Mode of delivery:**

Face-to-face teaching with reading material provided by the lecturer

**Learning activities and teaching methods:**

The course consists of 36 hours of lectures that include individual and group assignments during lectures. 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. 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 and Marketing

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

Article collection and online material provided by the lecturer

**Assessment methods and criteria:**

Reflection diary and final essay

**Grading:**

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

**Person responsible:**

Anniina Rantakari

**Working life cooperation:**

Case examples

**Other information:**

The number of students is limited.

## 721541S: Perspectives on 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:**

723013A Legal Issues in International Business 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period C (1st year)

**Learning outcomes:**

Students demonstrate knowledge of different innovation types and strategic approaches to innovation and innovation management. They will have skills for discussing related issues, and solving practical challenges.

**Contents:**

The course contents consist of different ways to approach innovation, e.g., types of innovation and innovation management approaches

**Mode of delivery:**

Lectures and group work, independent study, and online activity.

**Learning activities and teaching methods:**

Lectures and group exercises (24 h), online activity (12 h), independent study (124 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:**

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

**Recommended or required reading:**

Lecture materials and articles, other materials assigned to the students.

**Assessment methods and criteria:**

Assessment is based on continuous evaluation.

**Grading:**

Grading scale: 1-5. Zero stands for a fail.

**Person responsible:**

Professor Pia Hurmelinna-Laukkanen

**Working life cooperation:**

Students will read and/or hear about practical examples on managing innovation, and solve practice-oriented innovation management cases.

**Other information:**

An independent working alternative is provided with online activity (36 h) and independent study (124 h)

## 721952S: Portfolio Management, 6 op

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Asif Ruman

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

### ECTS Credits:

6 credits

### Language of instruction:

English

### Timing:

Period 1-2 (2nd year)

### Learning outcomes:

Upon completion of the course, students understand the key concepts in portfolio management and are able to implement and evaluate equity trading strategies on the basis of academic evidence.

### Contents:

Neoclassical finance and economics concepts in portfolio management; asset managers and their role in the economy; major asset classes and their key characteristics; expected utility; mean-variance portfolio optimization, shortcomings and developments; factor theory; return predictability; risk management; portfolio performance evaluation; equity investment strategies; asset allocation and macro strategies.

### Mode of delivery:

Face-to-face teaching.

### Learning activities and teaching methods:

36 hours of lectures, including exercises and computer lab sessions. Students also engage in a group project in which they select, implement and test an equity trading strategy.

### Target group:

Students of the Master's program in Finance

### Prerequisites and co-requisites:

-

### Recommended optional programme components:

Fundamentals of Finance, Principles of Econometrics and Mathematical Economics (Recommended)

### Recommended or required reading:

The main readings include the lecture notes, a selected set of scientific articles, and other course material which will be distributed during the course. The companion books are the followings:

- Pedersen, Lasse Heje. Efficiently inefficient: how smart money invests and market prices are determined. Princeton University Press, 2015 (<https://oula.finna.fi/Record/oula.1550641>)

- Ang, Andrew. Asset management: A systematic approach to factor investing. Oxford University Press, 2014. (<https://oula.finna.fi/Record/oula.1427424>)

Following books are useful as background reading:

- Ilmanen, Antti. Expected returns: an investor's guide to harvesting market rewards. John Wiley & Sons, 2011. (<https://oula.finna.fi/Record/oula.1160870>)

- Bodie, Zvi. Investments. McGraw-Hill, 2013. (<https://oula.finna.fi/Record/oula.1238073>)

### Assessment methods and criteria:

The final evaluation is based on group work, which includes a term paper and two presentations, a set of weekly assignments or learning diaries, as well as class activities.

### Grading:

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

### Person responsible:

Asif Ruman

### Working life cooperation:

Understanding the concepts and techniques of portfolio management are necessary for careers 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

### **Language of instruction:**

English

### **Timing:**

Period 2 (1st year of Master's Programme)

### **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:**

806116P Basic Methods in Statistics 1 (in Finnish: 806116P Tilastotiedettä kauppatieteilijöille) or elementary knowledge of statistics and probability theory.

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

None

### **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:**

Post-doctoral researcher 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.

## 721474S: Procurement and Supply Chain Management, 6 op

**Voimassaolo:** 01.08.2019 -

**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 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 2)

**Learning outcomes:**

After passing the course, students can describe the various roles and functions of purchasing and logistics from a strategic supply chain perspective. They know the main tasks and responsibilities in purchasing and are able to analyze business relationships involving co-operation with suppliers. The students can critically evaluate and interpret supply chain phenomena using conceptual and analytical models and can communicate their ideas in written and oral form.

**Contents:**

Definition of key concepts and planning tools of procurement and supply chain management. Discussion of procurement processes and organizational choices in different industry contexts, including global purchasing, buying of services, outsourcing and public procurement. Lean and agile supply chain supply chain management initiatives are examined together with collaborate practices (e.g. ECR, CPFR, SCOR).

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

Weekly assignments in course learning space including independent study, group work, discussions and reflection.

**Target group:**

Master's level students in marketing

**Prerequisites and co-requisites:**

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

**Recommended optional programme components:**

No

**Recommended or required reading:**

T.E. Johnsen, M. Howard & J. Miemczyk (2018), Purchasing and Supply Chain Management: A Sustainability Perspective, 2nd ed, Routledge. Other material appointed by course instructors.

**Assessment methods and criteria:**

Individual online exam (20%), Individual (40%) and groupwork reports (40%).

**Grading:**

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

**Person responsible:**

Professor Jari Juga and Professor Pauliina Ulkuniemi

**Working life cooperation:**

The course includes case exercises representing real-life procurement and supply chain phenomenon and their analysis.

**Other information:**

The number of students is limited.

## 721072S: Quantitative Economics, 6 op

**Voimassaolo:** 01.01.2019 -

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Matti Koivuranta

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 2)

**Learning outcomes:**

After completing the course the student is able to use computer to solve simple computing problems when no readily available software is available for the task. As a side product the student learns elementary usage of a general purpose programming language, Python.

**Contents:**

Usage of Python programming language and its extension packages in solving a wide variety of problems. The topics include empirical analysis, applied economic theory and visualization of results. The emphasis of the course is on getting started rather than complex problems.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

24 hours of lectures and 24 hours of exercises/tutoring, independent work on home assignments

**Target group:**

2nd year Master's students

**Prerequisites and co-requisites:**

Fundamentals of Economics, Mathematical Economics

**Recommended or required reading:**

Recommended readings include applicable parts of Python documentation at <https://docs.python.org> and applicable parts of material at [https://lectures.quantecon.org/py/index\\_undergrad](https://lectures.quantecon.org/py/index_undergrad).

**Assessment methods and criteria:**

Home assignments

**Grading:**

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

**Person responsible:**

Matti Koivuranta

**Working life cooperation:**

The course offers an opportunity to get started in learning concrete skills that are becoming increasingly important in many jobs.

**Other information:**

The number of students is limited.

## 721473S: Quantitative Methods in Marketing Research, 6 op

**Voimassaolo:** 01.08.2019 -

**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

**Language of instruction:**

English

**Timing:**

Period 1

**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, PSPP, 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

**Language of instruction:**

English

**Timing:**

Period 2 (year 1)

**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 sales; 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 and management and international business

**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:** Outi Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

6 credits

**Language of instruction:**

English

**Timing:**

Period 1 (year 1)

**Learning outcomes:**

Upon completion of this course, students are able to understand and analyze distinctive and new perspectives of marketing and management in service economies. They are 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 research.

**Contents:**

The course introduces different theoretical logics for understanding service marketing and management: service logic, service-dominant logic, customer-dominant logic, and servitization. Contemporary perspectives to service marketing and management are considered, e.g. digitality in services, service modularity, service design and innovation, and ecosystems. The course applies both B2B and B2C perspectives through emphasizing interdisciplinary focus to current service marketing and management within business networks and ecosystems.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Classroom activities (36h) include lectures and related article analysis, groups' presentations and commenting them by students and the company, group work (50h) for creating a solution for the problem set by the case company, individual reflective learning diary (50h) and reading the assigned articles (24h).

**Target group:**

Master's level students in marketing.

**Prerequisites and co-requisites:**

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

**Recommended or required reading:**

Articles and lecture material assigned by the teacher. Recommended material: Lusch, R. F. & Vargo, S. L. (2014) Service-Dominant Logic: Premises, Perspectives, Possibilities and Grönroos, C. (2007 or newer) Service Management and Marketing

**Assessment methods and criteria:**

The active participation during the course; 75% required presence in lectures and the group work with presentation and commenting determine 50% of the grade. The assessment of individual learning diary form 50% of the 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 to solve a company' real-life problem, 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

**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

**Language of instruction:**

English

**Timing:**

Period 2 (3<sup>rd</sup> year)

**Learning outcomes:**

Upon completion of the course, students are able to identify and apply the concepts and tools linked to strategic marketing management, in pursuit of solving real-life company case problems. The course improves students' ability to evaluate different market situations amongst industries and propose solutions to strategic product/market decisions. Furthermore, students are able to explain strategy at different levels; corporation, SBU and functional. Students are able to apply concepts and tools of

strategic marketing in global and local context that is, they understand the interdependency of macro- and microenvironments. In addition, students will demonstrate analytical thinking skills by applying different marketing strategies in practice and solving real-life business problems in a case exercise guided by the problem based learning (PBL) method. Students will apply oral and written communication skills appropriate for business situations by working in small groups throughout the course, playing various roles of marketing professionals, and presenting their case exercise in written and oral form.

**Contents:**

Strategic marketing management as a concept and as a process of situational assessment, marketing strategies, strategy formulation, and an implementation plan. Concepts such as customer values, 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:**

36h face-to-face teaching, including group exercises and tutoring sessions. Case exercises with both written and verbal part accounts for (53h), case presentations (14h) and independent reading of the textbooks and related material (20h). During the course students will work in small groups and regularly meet to 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 stimulate tasks of the real life marketing professionals (10 h task related to writing reflections). In the end of the course, students will return a written report as a solution for the marketing challenge and present it to fellow students. Only finalists (top three groups) will present it to the company representatives.

**Target group:**

B.Sc. (Economics & Business Administration) and exchange students.

**Prerequisites and co-requisites:**

Earlier relevant modules.

**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. Marketing Management](#) (2nd European Edition) Or latest editions. Articles and other learning material presented during the course.

**Assessment methods and criteria:**

The written part of the case exercise will account for 70%, and the verbal (presentation) will account for 30% of the grade. Assessment of the course unit is based on 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 real-life company case problem through the course, the students adopt expert role, skills and tools for operating in the consultative position in strategic marketing area. Students get to practice their professional presentation and writing skills; displaying their key solutions to the real-life company case problem in a convincing, interesting, and justified way. Students gain personal experience of working on actual real-life company case problems in a goal oriented project team.

**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

**Language of instruction:**

English

**Timing:**

Period 2

**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

**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.

## 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

**Language of instruction:**

English.

**Timing:**

Period 4, first year of the Master's program.

**Learning outcomes:**

After the course the student can understand the risks and rewards related to different growth strategies, recognize the fundamental elements of successful ventures and the needed resources and competencies for developing and scaling them at international markets. The students are able to read the startup landscape at different geographical contexts.

**Contents:**

The course provides an overview of high-growth entrepreneurship and the process of building and scaling ventures with significant business potential. Recent advancements in the startup field are discussed with a specific focus on Silicon Valley and different forms of entrepreneurial finance such as public finance and venture capital.

**Mode of delivery:**

Face-to-face teaching, online activity.

**Learning activities and teaching methods:**

Blended teaching method of 24 hours of lectures, visiting industry experts, and online work (12h) 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:**

721565S Design Driven Innovation, 721434S Selling and Sales Management, 721566S Business Impact Project

**Recommended or required reading:**

Article collection and online material.

**Assessment methods and criteria:**

Assessment will be based on individual written report, assignments 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.