

Opasraportti

OBS - Minor subject, Basic business studies (online education) (2017 - 2018)

A635801 Basic Business Studies, Minor Studies, 25-40 ECTS cr (online education)

Basic Business Studies, new minor studies module, will be carried out in academic year 2017-2018 as an **online education**. The module is organized together with nine other universities in Finland. The courses are open only for minor students, not for degree students in business.

Some of the courses are offered in English. Please see course descriptions for further information.

Students can choose to take 1-8 courses. In order to complete a full minor, at least 5 courses (á 5 ECTS) must be completed by the student. Students can sign up to the courses directly in WebOodi.

In each course, there are 30 study places for students from University of Oulu.

Courses

- [724830P](#) Introduction to accounting and financial management, 5 ECTS, **spring 2018**
- [724831P](#) Basics of business law, 5 ECTS, **spring 2018**
- [724832P](#) Economics and the business environment, 5 ECTS, **spring 2018**
- [724833P](#) Introduction to entrepreneurship, 5 ECTS, **spring 2018**
- [724834P](#) Basics of marketing and sales, 5 ECTS, **spring 2018**
- [724835P](#) Basics of management and organisations, 5 ECTS, **fall 2017**
- [724836P](#) Introduction to Corporate social responsibility, 5 ECTS, **fall 2017**
- [724837P](#) Understanding and managing a business as a dynamic whole – VIBu business simulation game, 5 ECTS, **spring 2018**

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A635801: Basic Business Studies, 25 - 40 op

Student can select individual courses or complete the whole minor (minimum 5 courses, 25 ECTS).

724830P: Introduction to Accounting and Financial Management, 5 op

724831P: Introduction to Business Law, 5 op

724832P: Economics and The Business Environment, 5 op

724833P: Introduction to Entrepreneurship, 5 op

724834P: Basics of Marketing and Sales, 5 op

724835P: Basics of Management and Organizations, 5 op

724836P: Introduction to Corporate Social Responsibility, 5 op

724837P: Understanding and managing a business as a dynamic whole - business simulation game, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

A635801: Basic Business Studies, 25 - 40 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Ei opintojaksokuvauksia.

Student can select individual courses or complete the whole minor (minimum 5 courses, 25 ECTS).

724830P: Introduction to Accounting and Financial Management, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish.

Timing:

January-February 2018.

Learning outcomes:

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

- understand the role of accounting in organizations and society
- know the content and structure of financial statements and the purposes statements can be used for
- read financial statements and to calculate and interpret key financial ratios
- understand the key role of accounting systems in providing information for decision-making within organizations and how this information can be used to manage both the organization and the behavior of individuals within the organization
- evaluate and assess the financial profitability of products, services, customers, and investments and make sound business decisions based on this information
- understand the role of corporate governance in organizations and society
- use basic functions of excel

Contents:

The concept of accounting and its meaning in firms and society

The content and differences of management and financial accounting.

The course covers the following themes in the area of financial accounting:

- The goals, contents and structure of statements; central accounting principles, basics of bookkeeping
- Balance sheet, Income statement, Cash flow statement and their connections
- International Financial Reporting Standards (IFRS), principles of group accounts
- Connections between Income statement and taxation
- Financial statement analysis

Management accounting:

- Accounting for strategic management; Implementing strategy, scorecards
- Management of a profit center organization (including Economic Value Added and WACC)
- Budgeting and Budgetary system
- Cost accounting tasks and cost concepts, product, service and customer profitability
- Ad hoc calculations, cost-volume-profit analysis and pricing
- Estimating the profitability of investments
- Key concepts of corporate governance

Mode of delivery:

Online education.

Learning activities and teaching methods:

Each theme contains an anchoring assignment that is intended to awaken the student's interest in the topic. Anchoring assignments are individual assignments. After going through the actual contents of the theme, the student will perform some applied assignments. At the end of the course, there will be a few of more extensive assignments that are performed as group work.

Video materials, 6 h

Anchoring assignment, 64 h

Reading course book, 20 h

Complementary assignments, 33 h

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Prerequisites and co-requisites:

Secondary school mathematics.

Recommended or required reading:

Course book: Ikäheimo, Malmi & Walden, Yrityksen laskentatoimi, 2016.

Assessment methods and criteria:

Anchoring and applied assignments, 30 % (of the final grade)

Complementary assignments, 20 %

Exam, 50 %

Person responsible:

Teemu Malmi and Seppo Ikäheimo (Aalto University).

724831P: Introduction to Business Law, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish.

Timing:

April-May 2018.

Learning outcomes:

After the course, the student will:

- know the main features of the Finnish legal system and its connections to other legal systems, most important legal concepts and structures particularly from the business perspective
- know different sources of law and the fundamentals of how to solve legal problems
- understand the role of law as a system that steers the society and its importance in the core of business activities
- recognize the possibilities and limitations that law provides for business
- understand how and why a company should prepare for the legal risks related to business, how to manage the risks, and how to take the legal aspect into account in the firm's decision making
- know the basic content of key areas of business law. In particular, they are: company law, contract law, immaterial law, labour law, competition law, and tax law.

Contents:

- Structure of the Finnish legal system and its relationship to other legal systems
- Basic legal concepts and structures
- Relevance of law in the core of societal decision-making and business activities
- Risks and possibilities that law provides for business
- Legal risk management in business
- Sources of law and their mutual relationship
- The fundamentals of solving legal problems
- Basics of company law
- Basics of contract law
- Basics of immaterial law
- Basics of labour law
- Basics of competition law
- Basics of tax law

Mode of delivery:

Online education.

Learning activities and teaching methods:

The purpose of the course exercises is to repeat the main issues and to deepen the student's understanding by transferring theoretical knowledge into practice. Exercises deal with, for example, the basic concepts and structures of the legal system, recognizing legal problems, and the basics of different fields of business law, including case exercises.

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

Literature will be assigned by the teacher at the beginning of the course.

Assessment methods and criteria:

Students are graded on a scale of 1-5 based on the course exam.

Grading:

1-5.

Person responsible:

Martti Nieminen (University of Tampere).

724832P: Economics and The Business Environment, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish.

Timing:

March-April 2018.

Learning outcomes:

On successful completion of the course, students will be able to:

- define basic economic concepts'
- understand economic thinking and to apply economic theory in the analysis of the business environment and market economies.

Contents:

The course provides students with basic skills in analyzing the business environment and its evolution from an economic perspective. Proactive identification of opportunities and threats of the business environment is increasingly important for successful businesses in the global economy.

During the course, students will familiarize themselves with the decision-making of firms and consumers and how the markets function (microeconomics); economic growth, business cycles, labour markets, inflation, monetary policy, and economic policy (macroeconomics); the role of the public sector and focal public policy instruments in market economies (public economics); international trade, financial markets, European integration and multinational companies (global economy).

Mode of delivery:

Online education.

Learning activities and teaching methods:

Individual assignments according to the instructions given at the beginning of the course.

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

The teachers will specify the literature at the beginning of the course.

Assessment methods and criteria:

Evaluation on scale 1-5.

Grading:

1-5.

Person responsible:

Jussi Heikkilä (University of Jyväskylä) and Matti Hovi (University of Tampere).

724833P: Introduction to Entrepreneurship, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish or English.

Timing:

January-February 2018.

Learning outcomes:

During the course, the student will form an understanding of entrepreneurship as a creative activity that happens in the form of business. After completing the course, the student will be able to:

- understand the principles, possibilities and challenges of business-planning and particularly the way of planning that initiates from customer needs, value-creation, testing and agility.
- recognize the business-related substance areas where competence is needed.

Contents:

The decision to become an entrepreneur

- Introduction to entrepreneurship

Creating viable business ideas

- Creating business opportunities
- Preliminary research
- Industry analysis
- Business plan

From an idea to an entrepreneurial firm

- Building a team
- Analyzing the start-up strengths and weaknesses from the funding perspective
- Ethical and legal issues in starting a firm
- Writing a business plan and constructing a story
- Attracting funding

Managing an entrepreneurial firm and creating growth

- Marketing
- Understanding VC-operations
- IPRs
- Challenges of growth and managing growth
- Growth strategies
- Operation forms

Mode of delivery:

Online education.

Learning activities and teaching methods:

Course assignments include:

- An introductory exam and familiarization with the course book.
- Online lectures and related assignments
- Workshops

The assignments are done both as individual and group work.

Familiarization with the goals, assignments and the conduct of the course	3 h
Online lectures	15 h
Reading the course book	30 h
Making the assignments	30 h
Preparing for the intermediate exams	40 h
Taking the intermediate exams	15 h

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

The teachers will specify the literature at the beginning of the course.

Assessment methods and criteria:

Student performance will be evaluated on a scale from 1 to 5. The student will decide in which scope he /she wants to take the course. A student who passes the themes and exercises of the first intermediate exam will get a grade of 1 or 2. If the student also passes the themes and activities of the second intermediate exam, he/she will get a grade of 3 or 4. If the student also passes the themes and activities of the third intermediate exam, he/she will get a grade of 5. Grade 0 indicates a fail.

Grading:

1-5.

Person responsible:

Vesa Puhakka (University of Oulu), Markku Ikävalko and Elena Ruskovaara (Lappeenranta University of Technology).

724834P: Basics of Marketing and Sales, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pauliina Ulkuniemi

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish or English.

Timing:

February- March 2018.

Learning outcomes:

Upon completion of the course, students will be able to:

- describe the role of marketing in an organization and in relation to other central business processes of an organization.
- describe the diverse emphasis of B-to-B and consumer marketing and the key characteristics of both logics.
- apply key concepts of marketing (e.g., customer-perceived value, value-creation process, brand) in their daily work.
- apply the central concepts of strategic planning and to create a general strategic plan.
- utilize influential phenomena of the business context (e.g., solution orientation, servitization, networking) in strategic planning.
- describe how to develop organizations to be more customer-oriented in their operations.
- describe the relevance of interaction skills in sales work. Students will be able to analyze and evaluate sales work.

In addition, students will be able to:

- identify key marketing communication channels in the fickle business environment, and based on this, they will be able to describe the status and possibilities of marketing communications.
- understand what "sustainable marketing" means.
- understand the sales process in its entirety. The students are able to identify the content of different parts of the sales process in practice both in consumer and in B-to-B sales.

Contents:

Key marketing concepts, definitions and phenomena now and before such as value, value creation, marketing mix.

Understanding these concepts in diverse contexts: the differences between consumer and B-to-B logics.

Customer-oriented strategy in a changing business environment.

The key concepts and phenomena in consumer marketing.

B-to-B marketing and organizational buying behavior.

Marketing communication channels and contents in the current business environment.

Sales process in consumer and B-to-B contexts.

Personal sales and interaction skills at different phases of the sales process.

Mode of delivery:

Online education.

Learning activities and teaching methods:

Students will complete weekly exercises that are then used as the basis for the graded final essay.

Customer experience exercise will help analyze and evaluate the sales process and salesperson interaction from the customer's perspective.

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

- Kotler, P. & Armstrong, G. (2013 or newer edition), Principles of Marketing, Pearson, Harlow. Relevant parts are defined by the teachers.
- Jobber, D. & Lancaster, G. (2009 or newer edition), Selling and Sales Management (8th edition), Prentice Hall, Harlow. Relevant parts are defined by the teachers.
- Any other material appointed by the teachers

Assessment methods and criteria:

Students complete the course by writing a final essay, in which the students analyze a firm that they have chosen for weekly exercises by applying the theoretical content of the course. Grading is from 1 to 5. In addition, weekly exercises are evaluated as a pass/fail.

Grading:

Grading is from 1 to 5. In addition, weekly exercises are evaluated as a pass/fail.

Person responsible:

Hanna Komulainen (University of Oulu) and Minna-Maarit Jaskari (University of Vaasa).

Working life cooperation:

Upon completion of the course, students will be able to identify the meaning of customer orientation in developing organizations, in their personal activities and in their professional development. Students will be able to understand organizational operations as a whole and how decisions made are linked to customer behavior, and therefore, to financial results.

Other information:

The LITO courses are organised in co-operation with multiple universities. To enable registering credits when the course is completed, it is necessary to transfer data about the student from their home university to the university that is responsible for organizing the course. The data to be transferred consists of: name, gender, nationality, e-mail address, personal identification number and the home university. Data that is classified as secret is not transferred. Without data transfer it is not possible to have the course credits registered.

724835P: Basics of Management and Organizations, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish or English.

Timing:

October-November 2017.

Learning outcomes:

On successful completion of the course, the students will be able to:

- examine organizations and organizational behavior
- name the key concepts and theories in the areas of organization, management, and leadership
- describe the key functions and tools of strategic management
- name key concepts and evaluate the functions of human resource management
- understand the main concepts and ideas of organizations, human resource management, and strategic management
- develop leadership skills
- understand major tools of strategic management
- understand key concepts and functions of management and organization
- understand how business is affected by global networks

- apply theory on practical leadership and management situations

Contents:

Organizations and organizational behavior

- organizational structure
- organizational culture
- organizational life

Management and leadership

- the development of leadership thinking and leadership theory
- key concepts of management
- leading culture, innovation and change

Strategic thinking and strategic tools

- the development of strategic thinking and strategy models
- strategic tools
- strategic management in global environment
- ethics, corporate social responsibility

Human resource management

- human resource management
- leading individuals, teams and groups
- motivation and coaching
- learning organization

Mode of delivery:

Online education.

Learning activities and teaching methods:

Portfolio (including weekly assignments), peer evaluation and vocabulary assignment (key concepts).

Online lectures	10 h
Portfolio and peer feedback	50 h
Vocabulary assignment (key concepts)	10 h
Literature (approximately 268 pages)	64 h

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

Stephen P. Robbins, Tim Judge: Essentials of Organizational Behavior, Global Edition, Dawsonera e-Book collection. The course instructors may ask students to read additional literature (e.g. articles). Details of additional readings are given at the beginning of the course.

Assessment methods and criteria:

Evaluation: numeric, scale 1-5.

Grading:

1-5.

Person responsible:

Susanna Kultalahti (University of Vaasa).

724836P: Introduction to Corporate Social Responsibility, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

English.

Timing:

November-December 2017.

Learning outcomes:

Students will develop a basic understanding of the key concepts and perspectives that form the basis for Corporate Responsibility in relation to different business disciplines.

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

- define and apply key concepts and perspectives regarding corporate responsibility (CSR)
- identify relevant issues and analyze the challenges related to corporate responsibility in selected industries.

Contents:

The course provides students an introduction to key concepts and perspectives that describe the challenges, opportunities, and risks that companies face regarding their social and environmental responsibilities. In the course, students have the opportunity to apply concepts and perspectives with different cases.

Mode of delivery:

Online education.

Learning activities and teaching methods:

The course has individual and group assignments.

The learning process and assignments:

The course is divided into four parts, which means that students need to individually complete one part per week. In order to complete the parts, you need to watch all the clips, complete the quizzes/exercises, write a short reflections (summary) based on your course readings, and review 2 short reflections written by other students. The review process is a very integral part of the course. Your review shows how much you have advanced in your studies, and it contributes to your general evaluation.

Cross case analysis (final essay)

You will write a final essay (a cross-case analysis) on two actual cases (will be provided). You will write the final essay in groups of 3-4.

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Recommended or required reading:

The link to primary reading materials will be provided on the learning platform.

Voluntary reading: Pedersen, E.R.G (ed.) (2015) Corporate Social Responsibility. London: Sage.

Assessment methods and criteria:

Four Short reflections: Peer graded (each 10%/total 40%).

Cross case analysis: Final assignment (60%).

Person responsible:

Nikodemus Solitander and Yewondwossen Tesfaye (Hanken School of Economics).

724837P: Understanding and managing a business as a dynamic whole - business simulation game, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS - 133 hours of student's work.

Language of instruction:

Finnish or English.

Timing:

Two optional times: March 2017 and May 2017.

Learning outcomes:

After completing the course, the student will:

- understand how different areas in business studies are connected in the entity of enterprise functions and in making a profit
- understand the role of ERP and its meaning in managing a company
- apply different business analysis tools in planning and managing a business and understand the essential role of strategy in the process

A central part of the course is to see the business as a whole: the student will understand why it's not practical to optimize single functions separately and why the management needs to have a holistic perspective of the company.

Contents:

- The foundation for this course is a business simulation game, which engages the students in real-time decision-making and provides them with various tasks related to various business topics.
- The participation takes place in small virtual groups, where the team members (3-4 students) may all come from different universities.
- The thematic core for the simulation is supply chain management and the entity formed by different functions of a company. The relevant themes include several areas of cross-company logistics: purchase, inventory management, delivery, customer relations, and the reporting related to these topics. The course emphasizes effective management of the supply chain and the impact it has on the company's profit and cash flow.
- During the course, the students are also introduced to the dynamics of supply chains in company networks, where the students' company is a part of a network of suppliers, competitors, and customers.
- In addition, the course gives an overall picture of the role of a company's information systems in steering the business as a whole: how the different functions utilize common enterprise resource-planning and how the ERP works as an essential tool in decision-making.
- The theoretic material and the exercises distributed in the course are related to the abovementioned supply chain management and other LITO learning themes.

Mode of delivery:

Online education.

Learning activities and teaching methods:

The assignments of the course are mainly related to the planning of the simulation company operations and to the analysis of materialized operations. These include:

- developing a business plan
- analyzing the profitability in light of various parameters and reporting these to the different stakeholders
- various strategic analyses on the company operations and on the competitive situation (SWOT, Pester, bench-marking)
- calculations related to the company's basic supply chain and ERP parameters
- income statement and profitability, gross margin, and cash flow analysis (the essential parameters covered in INTRODUCTION TO FINANCIAL ADMINISTRATION course)
- market analysis

Furthermore, a written assignment on team dynamics and a team functionality analysis and reflections.

Getting acquainted with the theoretical supplementary material	50h
Planning and analysis tasks	60h
Business simulation game	4 x 6h = 24h

Target group:

Degree students at University of Oulu (excluding degree students at Oulu Business School).

Prerequisites and co-requisites:

The course serves as a capstone, bridging together the other modules in the entity. The course provides an overall picture of the business dynamics and explains how the different fields in business studies are related to it.

In order to participate in the course, the student should have taken at least three other courses in the module (or have equivalent knowledge from previous studies).

Recommended or required reading:

Simulation game instructions, description on the simulation environment, self-learning videos, course hand-out, and selection of other articles (announced later).

Assessment methods and criteria:

A numeric evaluation scale of 1-5 will be in use. The performance will be rated based on the assignments given out during the course.

Grading:

1-5.

Person responsible:

Eeli Saarinen (University of Turku).

Other information:

The LITO courses are organised in co-operation with multiple universities. To enable registering credits when the course is completed, it is necessary to transfer data about the student from their home university to the university that is responsible for organizing the course. The data to be transferred consists of: name, gender, nationality, e-mail address, personal identification number and the home university. Data that is classified as secret is not transferred. Without data transfer it is not possible to have the course credits registered.