

Opasraportti

OBS - Minor subject, Basic business studies (online education) (2018 - 2019)

A635801 Basic Business Studies, Minor Studies, 25-40 ECTS cr

Basic Business Studies, new minor studies module, will be carried out in academic year 2018-2019 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. Some courses have limited number of study places.

Courses

- **724830P** Introduction to accounting and financial management, 5 ECTS, **fall 2018**
- **724831P** Basics of business law, 5 ECTS, **fall 2018**
- **724832P** Economics and the business environment, 5 ECTS, **spring 2019**
- **724833P** Introduction to entrepreneurship, 5 ECTS, **fall 2019**
- **724834P** Basics of marketing and sales, 5 ECTS, **spring 2019**
- **724835P** Basics of management and organisations, 5 ECTS, **fall 2018**
- **724836P** Introduction to Corporate social responsibility, 5 ECTS, **spring 2019**
- **724837P** Understanding and managing a business as a dynamic whole – VIBu business simulation game, 5 ECTS, **fall 2018 and spring 2019**

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

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

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

Language of instruction:

Finnish

Timing:

March - April 2019

Learning outcomes:

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

- define basic economic concepts
- understand economic thinking and apply economic theory in the analysis of a 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, labor 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:

On-line course

Learning activities and teaching methods:

Individual assignments according to the instructions given at the beginning of the course.
133h (5 ECTS)

Prerequisites and co-requisites:

No requirements

Recommended or required reading:

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

Assessment methods and criteria:

Evaluation scale 1 -5

Grading:

1-5

Person responsible:

Jussi Heikkilä ja Sami Remes

Other information:

Further instructions on the course are available at: [LITO cooperation](#).

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

Language of instruction:

Finnish and English

Timing:

November - December 2018

Learning outcomes:

During the course, the student will learn to understand the significance of an entrepreneurial team, and 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:

- define business-related principles, possibilities and challenges
 - plan business initiating from customer needs, value creation, testing and agility
- interpret 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 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:

On-line teaching

Learning activities and teaching methods:

Course assignments include:

- Familiarization with the course book
- Learning and reflection assignments
- Grouping exercises

The assignments are done on the online learning platform as both individual and group work.

Prerequisites and co-requisites:

No pre-requisites.

Recommended or required reading:

Barringer, B. & Ireland, D. (2012). *Entrepreneurship: Successfully Launching New Ventures*, 4th Edition. Prentice Hall. Later editions can also be used.

Assessment methods and criteria:

Student performance will be evaluated on a scale from 1 to 5. The course consists of five modules and each module is linked to two chapters in the course book. Each module that the student completes contributes one grade point to the final grade. Hence, passing each of the five modules gives the grade five.

Grading:

1-5

Person responsible:

Vesa Puhakka, Jenni Myllykoski, Markku Ikävalko & Elena Rukovaara

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

Language of instruction:

Finnish and English

Timing:

March - April 2019

Learning outcomes:

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

- describe the role of marketing in an organization and identify the significance of customer-orientation in both development of the organization and personal actions
- apply key concepts of marketing (e.g., customer-perceived value, value creation process, brand, marketing mix and segmentation) in decision-making and in the evaluation of made decisions
- describe the diverse emphasis of B-to-B and consumer marketing and the key characteristics of both logics
- identify and utilize key marketing communication channels in the fickle business environment
- understand the sales process in its entirety and the content of different parts of the sales process in practice in both consumer and in B-to-B sales

Contents:

- Key marketing concepts, definitions and phenomena now and before, such as value, value creation and marketing mix
- Understanding these concepts in diverse contexts: the differences between consumer and B-to-B logics
- Customer-centric thinking and value creation
- 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
- Sales process in consumer and B-to-B contexts as well as personal sales and interaction skills at different phases of the sales process

Mode of delivery:

On-line teaching

Learning activities and teaching methods:

Students will complete weekly exercises and the final essay. In addition, a customer experience exercise is done to analyze and evaluate the sales process and a salesperson's interaction skills from the customer perspective. Assignments are done both individually and in groups.

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

Prerequisites and co-requisites:

No pre-requisites.

Recommended or required reading:

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

Assessment methods and criteria:

Students complete the course by writing a final essay. In the essay, 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:

1-5

Person responsible:

Minna-Maarit Jaskari, Hanna Komulainen

Other information:Further instructions on the course are available at: [LITO cooperation](#).**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

Language of instruction:

Finnish and English

Timing:

September - October 2018

Learning outcomes:

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

- name the key concepts and theories in the areas of organization, management and leadership
- name the key concepts and evaluate the functions of human resource management
- understand major tools of strategic management
- understand business in the network of global interactions
- 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:

On-line teaching

Learning activities and teaching methods:

- Portfolio (including weekly assignments)
- Peer evaluation
- Vocabulary assignment (key concepts)

Prerequisites and co-requisites:

No pre-requisites

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:

Mirjami Ikonen ja Susanna Kultalahti

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

Language of instruction:

English

Timing:

January - February 2019

Learning outcomes:

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

- define and apply key concepts and perspectives regarding CSR
- identify relevant issues and analyze the challenges related to corporate responsibility in selected industries
- describe the role of CSR in business and in relation to wider international political and economic relations
- describe the different aspects through which organizational practices can be CSR oriented
- apply key concepts of CSR in their daily work

Contents:

Definitions and historical roots

- Historical roots – sustainable development
- Definitions of CSR
- Why CSR matters – the business case
- Stakeholder salience

Regulatory aspects

- Political CSR
- CSPs and CSR
- MSIs and CSR
- CSR and human rights
- CSR – minimum wage and living wage

Human resource, supply and consumption

- HRM and CSR
- CSR and supply chain
- CSR and sustainable consumption

Relational aspects

- CSR and communication
 - CSR and corruption
 - CSR and leadership
- CSR and responsible investment

Mode of delivery:

On-line teaching

Learning activities and teaching methods:

The course has individual and group assignments.

Prerequisites and co-requisites:

No pre-requisites.

Recommended or required reading:

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

Assessment methods and criteria:

Grading on a scale from 1 to 5. The grade is composed of:

- Quizzes (30%)
- Two short reflections (each 15%/total 30%)
- Case analysis: Final assignment (40%)

Grading:

1-5

Person responsible:

Yewondwossen Tesfaye Gemechu

Other information:

Further instructions on the course are available at: [LITO cooperation](#).

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

Language of instruction:

Finnish and English

Timing:

October - December 2018, February 2019 and April 2019

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
- be able to 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 that 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 theoretical material and the exercises distributed on the course are related to the abovementioned supply chain management and other LITO learning themes.

Mode of delivery:

On-line teaching

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 of the company operations and of 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 on the course INTRODUCTION TO FINANCIAL ADMINISTRATION)
- market analysis

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

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 business dynamics and explains how the different fields in business studies are related to it.

It is recommended that before taking this course, the student has taken at least the following LITO courses: Introduction to accounting and financial management and Basics of marketing and sales.

Recommended or required reading:

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

Assessment methods and criteria:

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 of the company operations and of 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 on the course INTRODUCTION TO FINANCIAL ADMINISTRATION)
- market analysis

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

Grading:

Evaluation rejected/accepted will be in use. Performance will be rated based on the assignments given out during the course.

Person responsible:

