

Opasraportti

OBS - Minor subject, Economics and Business Administration (2019 - 2020)

A633707 Economics and Business Administration, Minor subject 25 ECTS

The student can sign up to the courses directly in WebOodi. Please note, that the language of instruction is Finnish.

A633708 Economics and Business Administration, Intermediate studies 35 ECTS

Admission through WebOodi Mo 6.5. at 8.30 a.m. - Fri 10.5.2019 at 4.00 p.m. Please note, that the language of instruction is Finnish.

A student chooses five courses of the following and the thesis or seven courses:

724050A Bachelor's Thesis in Economics and Business Administration, 10 ECTS

International Business Management:

724201A Internationalization, 5 ECTS

724202A Managing Multinationals, 5 ECTS

Accounting:

724203A Financial Statement Analysis, 5 ECTS

724204A Management Control, 5 ECTS

Marketing:

724205A Distribution and Retail Management, 5 ECTS

724206A Strategic Marketing Management, 5 ECTS

Finance:

724208A Portfolio Theory, 5 ECTS

Economics:

724209A Monetary Economics, 5 ECTS

724210A Global Economics, 5 ECTS

Click "Instruction" sheet to see the list of courses.

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A633707: Economics and Business Administration, Basic Minor Studies, 25 op

Choose at least 25 credits of the following courses

- 724102P: Management and Organizations, 5 op
 724105P: Management Accounting, 5 op
 724108P: Financial Markets, 5 op
 724110P: Introductory Economics, 5 op
 724111P: Finnish Economy and Economic Policy, 5 op
 A633708: Economics and Business Administration, Intermediate Minor Studies, 35 op
Student selects either 7 courses (total 35 ECTS) or 5 courses (total 25 ECTS) and seminar (10 ECTS).
 724201A: Internationalization, 5 op
 724202A: Managing Multinationals, 5 op
 724203A: Financial Statement Analysis, 5 op
 724204A: Management Control, 5 op
 724205A: Distribution and Retail Management, 5 op
 724206A: Strategic Marketing Management, 5 op
 724209A: Monetary Economics, 5 op
 724210A: Global Economics, 5 op
 724050A: Bachelor's Thesis in Economics and Business Administration, 10 op

Opintojaksosten kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

A633707: Economics and Business Administration, Basic Minor Studies, 25 op

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ayA633707 Economics and Business Administration, Basic Minor Studies (OPEN UNI) 25.0 op

Ei opintojaksokuvauksia.

Choose at least 25 credits of the following courses

724102P: Management and Organizations, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Tuija Lämsä

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724102P Management and Organizations (OPEN UNI) 5.0 op

721511P Entrepreneurship and Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 1 (1st year).

Learning outcomes:

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

Contents:

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

Mode of delivery:

Lectures, visiting lecturers, case-practices and group works

Learning activities and teaching methods:

Lectures (36 hours), reading the course material (45 hours), preparation for the exam (52 hours)

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:

[Gareth Morgan \(1997 or newer\). Images of organization. London: Sage Publications.](#)

[Hannele Seeck \(2012 or newer\). Johtamisopit Suomessa. Helsinki: Gaudeamus.](#)

Lecture material

Assessment methods and criteria:

Written exam of lectures and literature

Grading:

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

Person responsible:

Tuija Lämsä and Anna-Liisa Kaasila-Pakanen

Working life cooperation:

Applying learned issues to practical situations in different organisations and business environments. A down-to-earth understanding of today's organisations' success factors and practices of management and leadership.

Other information:

The number of students is limited.

724105P: Management Accounting, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724105P Management Accounting (OPEN UNI) 5.0 op

721172P Management Accounting 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

English (course is lectured separately in Finnish and in English).

Timing:

Period 1 (2nd year)

Learning outcomes:

After passing the course, the student knows the basic cost concepts and the elements of cost accounting systems. Students are also able to apply the basic cost information in the company's decision making and explain which costs should be included in these calculations under different circumstances.

Contents:

Theoretical framework for understanding cost accounting, cost concepts, cost recording, different product costing methods, cost-volume-profit analysis, using cost accounting information in decision making.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 h lectures, 14 h exercises and independent reading of study materials and doing assignments (99 hours).

Target group:

Major students in economics and business administration

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

[Drury, C.: Management and cost accounting, 7th or 8th ed. Cengage Learning EMEA. Chapters 1-11 \(8th ed.\);](#)

[Supplementary material: Järvenpää, M.- Lämsiluoto, A - Partanen, V. – Pellinen, J.: Talousohjaus ja kustannuslaskenta, WSOYpro, chapters 1-8.](#)

Assessment methods and criteria:

Lectures and literature examination.

Grading:

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

Person responsible:

Tiina Henttu-Aho

Working life cooperation:

Understanding of management accounting systems is typically an important part of work for graduates in economics and business administration and an essential part of occupations like management accountant or controller.

Other information:

The number of students is limited.

724108P: Financial Markets, 5 op**Voimassaolo:** 01.08.2014 -**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opintokohteen kielet:** Finnish**Leikkaavuudet:**

ay724108P Financial Markets (OPEN UNI) 5.0 op

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

5 credits

Language of instruction:

Finnish

Timing:

Period 4

Learning outcomes:

The course is an introduction to the role and functions of financial markets and institutions. Upon successful completion of the course, the student will be able to describe the basic structure and operational principles of financial markets and to identify different types of financial instruments and their characteristics.

Contents:

1) the role of financial markets and institutions in the economy, 2) main types of financial assets, their properties, and basics of pricing, 3) stock markets, bond markets, markets for bank obligations, treasury securities markets, derivative markets, mutual funds, private equity

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Lectures (26 h), visiting lectures (10 h), self-study (94 h), exam (3h)

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:[Pilbeam: Finance & Financial Markets \(3rd edition\), Palgrave Macmillan](#)

Other material announced during the lectures

Assessment methods and criteria:

Examination, lecture diaries

Grading:

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

Person responsible:

Prof. Petri Sahlström

Working life cooperation:

General knowledge of the functions of financial markets and the various market participants

Other information:

The number of students is limited.

724110P: Introductory Economics, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Marko Korhonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724110P Introductory Economics (OPEN UNI) 5.0 op

721211P Principles of Economics 10.0 op

721210P Principles of Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 1 (1st year)

Learning outcomes:

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

Contents:

The course introduces students to the tools and ideas economics uses to describe and explain economic phenomena. The topics include:

- basic ideas and principles of economics
- opportunity cost and comparative advantage
- market equilibrium: demand and supply
- how well does market economy work?
- firms and competition in market economy
- aggregate economic activity and its measurement
- business cycles
- economic growth

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 lectures including possible problem sets. Students are expected to do the problem sets on their own and familiarize themselves with the required and recommended materials (93 h). Mid-term exams or Final Exam

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:

Material posted at the webpage. Textbook:

Acemoglu, D., Laibson D. and List, J.A., Economics, 2018 ja oheislukemisto: Timothy Taylor, The Instant Economist. Everything You Need to Know About How the Economy Works. 2012. A Plume Book (Penguin), New York NY. Robert P. Murphy, Lessons for the Young Economist. Ludvig von Mises Institute 2010; http://mises.org/books/lessons_for_the_young_economist_murphy.pdf

Assessment methods and criteria:

Mid-term exams or Final exam

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:

Students learn relevant and useful facts about the operation of the markets, and the aggregate economy to an extent that they can reasonably utilize those facts and knowledge in the decision making of the business they are working at.

Other information:

The number of students is limited.

724111P: Finnish Economy and Economic Policy, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Jaakko Simonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724111P Finnish Economy and Economic Policy (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 4 (1st year).

Learning outcomes:

After the course the student is capable of outlining the economic history of Finland, to describe the position of Finland in the global economy and to evaluate the challenges of the Finnish economy now and the future. In addition, the student can describe the main features of the different areas in the Finnish economy.

Contents:

The course provides an overview of the Finnish economy and economic history, its current state and future development. The course deals with the activities of the Finnish economy and development, such as globalization, regional economy and general economic policy.

Lectures will include the following themes

- 1.The Finnish economy from the late 1800s to the early 2000s
- 2.Productivity and economic growth
- 3.Globalisation and Finland
- 4.Regional development and regional policy in Finland
- 5.Fiscal policy

- 6.Public economics and challenges of welfare state
- 7.Finance and economic development in communes

Mode of delivery:

Face to face teaching

Learning activities and teaching methods:

32 h lectures, reading the course literature (98 h) and exam (3 h).

Target group:

Major students in economics and business administration

Recommended optional programme components:

The course is part of "Analytical skills" -module.

Recommended or required reading:

Announced by the lecturer.

Assessment methods and criteria:

Lecture- and literature examination

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 are familiar with the central features of the Finnish economy and are able to assess their impact on daily activities of the state, municipalities, firms and citizens.

Other information:

The number of students is limited.

A633708: Economics and Business Administration, Intermediate Minor Studies, 35 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ayA633708 Economics and Business Administration, Intermediate Minor Studies (OPEN UNI) 35.0 op

Ei opintojaksokuvauksia.

Student selects either 7 courses (total 35 ECTS) or 5 courses (total 25 ECTS) and seminar (10 ECTS).

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. 2nd 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.

724202A: Managing Multinationals, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Lauri Haapanen

Opintokohteen kielet: English

Leikkaavuudet:

ay724202A Managing Multinationals (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

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-subsiidiary game allows students to learn how decisions are made in MNEs.

Other information:

The number of students is limited.

724203A: Financial Statement Analysis, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pasi Karjalainen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724203A	Financial Statement Analysis (OPEN UNI)	5.0 op
721180P	Financial Statement Analysis	5.0 op
721180A	Financial Statement Analysis	5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 4 (3rd year)

Learning outcomes:

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

Contents:

The content of the firm's income statement, balance sheet and cash flow statements, main principles of the financial statement analysis, adjustments of the income statement and balance

sheets items, calculation and interpretation of financial ratios, cash flow-based statements, main signals and stages of the firm's bankruptcy, tools for analyzing the connections of the ratios.

Mode of delivery:

Face to face teaching, group work and self-study.

Learning activities and teaching methods:

Lectures 20 h, exercises 16 h, exercises and assignment as a group work 97 h.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Introduction to business and business module studies

Recommended optional programme components:

The course is part of "Analytical skills" -module.

Recommended or required reading:

[Salmi Ilari \(2012\). Mitä tilinpäätös kertoo? Edita Publishing Oy.](#)

[Yritystutkimus-neuvottelukunta: Yritystutkimuksen tilinpäätösanalyysi \(2005 tai uudempi\) Gaudeamus.](#)

Other material provided by the lecturer.

Assessment methods and criteria:

Exercises and assignment.

Grading:

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

Person responsible:

KTT Pasi Karjalainen

Working life cooperation:

The course increases student's capabilities to analyze the financial situation of the firm based on the financial statement- and other firm-specific information. During the course student learn to use Excel spreadsheet software to implement financial statement analysis and provide skills for group working. The course prepares students in working jobs in which employee should analyze firm's income statement, balance sheet and cash flow statements.

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 (3rd year)

Learning outcomes:

Upon completion of the course, students can define the basic structure of a management control system. They are thus able to describe the design and development needs of management control systems. 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.

724205A: Distribution and Retail Management, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Juga

Opintokohteen kielet: Finnish

Leikkaavuudet:

721428A Retail Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 4 (2nd year).

Learning outcomes:

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

Contents:

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

Mode of delivery:

Face to face teaching

Learning activities and teaching methods:

36 h lectures, reading the course literature (54 h), assignments (40 h) and exam (3 h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Minimum Introduction to business and business studies -module

Recommended optional programme components:

The course is part of "Analytical skills" -module.

Recommended or required reading:

[Kautto, M., Lindblom A. & Mitronen, L.: Kaupan liiketoimintaosaaminen \(Talentum, 2008\)](#) and other learning material specified during lectures.

Assessment methods and criteria:

Lecture- and literature examination and course assignments.

Grading:

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

Person responsible:

Professor Jari Juga

Working life cooperation:

Visiting experts from trade and industry elaborate on retail and logistics perspectives. Team work is used for practicing analytical skills in retail business management.

Other information:

The number of students is limited.

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 (3rd 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.

724209A: Monetary Economics, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Marko Korhonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

721115P Theory of Money, Banking and Monetary Policy 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Language of instruction:

Finnish

Timing:

Period 3 (3rd year)

Learning outcomes:

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

Contents:

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

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 hours lectures, and independent reading of the textbooks and other material distributed during the course (94 h). Exam (3 h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (Introduction to business studies, business processes)

Recommended optional programme components:

This course is part of "Analytical skills" -module

Recommended or required reading:

[Mishkin, F.S.: The Economics of Money, Banking and Financial Markets, 10th ed. \(2013\), Pearson;](#)
[Howells, P. & Bain, K.: Economics of money, banking and finance: A European text, 4th ed. \(2008\), Prentice Hall;](#)

the appropriate parts from both of these;
 other material possibly announced during the lectures.

Assessment methods and criteria:

Examination based on the literature and lecture materials.

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:

Students learn relevant facts about the operation of money and financial markets, banking, and the conduct of monetary policy to an extent that they can reasonably utilize those facts and knowledge in the decision making of the business they are working at.

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

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

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

10 credits

Language of instruction:

Finnish

Timing:

Periods 3 and 4 (3rd year)

Learning outcomes:

Upon completion of bachelor thesis, the student is able to independently evaluate, write and comment scientific texts from chosen research field. In addition, S/he is able to synthesize and present findings, both in oral and in written form.

Contents:

The student will get familiar with preliminary material (in Moodle) before the seminar (during period 2P). S/he does the pre-task to define the preliminary idea of the research topic. Seminar groups are composed based on these deliverables and future master program of the student. Introductory lectures are organized in the beginning of January. Work in seminar groups starts at the same time. Student prepares one's own research plan and intermediate report according to schedule and agreed seminar procedures. Final report is presented during period D, and then student also act as an opponent for fellow student. Integrated studies are: 1) scientific data acquisition and data bases (organized by University Library, registration in weboodi). 2) In addition, typically course Research Communication in Economics (2 credits) is integrated. In that course skills related to writing and presenting are enhanced.

Mode of delivery:

Seminar group meetings and independent work

Target group:

Major students in economics and business administration

Recommended or required reading:

Material defined by the supervisor

Assessment methods and criteria:

Attendance in seminar group sessions according to course schedule and rules. Written and oral presentation of one's research. Acting as an opponent to fellow researcher. When the student is aiming at a bachelor degree, a maturity test must be conducted where the knowledge of the research theme and skills in Finnish or Swedish are evaluated. Bachelor's thesis should be written and delivered according to the instructions of the faculty.

Grading:

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

Person responsible:

Sanna Huikari (Finance), Hannele Kantola (Accounting), Mari Juntunen (Marketing), Tuija Lämsä (International Business Management), Jaakko Simonen (Economics)

Working life cooperation:

Capabilities for independent information acquisition, analysis and new knowledge production are focal work life skills for our graduates. In addition, throughout bachelor thesis seminar, student enhances their writing and presentation skills, likewise their capabilities to give constructive feedback.

Other information:

The number of students is limited.