

Opasraportti

TaTK - Information & Communication Business 2009-2010 (2009 - 2010)

Information and Communication Business

In information and communication business studies at the basic, subject and advanced level have different learning objectives both in terms of theoretical content and professional practice. Having completed basic studies in information and communication business, students are able to conceptualize and describe phenomena in information and communication business using basic marketing concepts of digital products and e-commerce theories.

After subject studies, students have the ability to transfer acquired theoretical knowledge to the analysis of real world business phenomena in this specific area. They can understand the logics and business models of mobile business. Advanced courses in information and communication business aim at deepening students' content knowledge and strengthening their professional competence by bringing in the network view.

BASIC STUDIES (25-26 ects)

Five (5) courses are selected from the list below, to reach 25/26 ects:

721426P Electronic Commerce 3 ov/5 op
 721650P Digital Products (form. Information Goods) 3 ov/5 op
 811174P Johdatus ohjelmistoliiketoimintaan 3 ov/5 op
 812304A Organisaatioiden informaatiojärjestelmä 3 ov/6 op
 721671A E-Commerce and Business Networks 3 ov/5 op
 721673A M-Commerce 3 ov/5 op

In addition, course 721672S Economics of Network Industries can be selected as an advanced level course for majors in Economics and Marketing.

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721671A: E-commerce and Business Networks, 5 op
 721672S: Economics of Network Industries, 6 op
 721426P: Electronic Commerce, 5 op
 721650P: Information Goods, 5 op
 721673A: M-Commerce, 5 op

Opintojaksoiden kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

721671A: E-commerce and Business Networks, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Salo, Jari Tapani

Opintokohteen kielet: Finnish

ECTS Credits:

5 ect.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

After the course the student can apply e-commerce theories to select appropriate methods for B2B e-business.

Contents:

Business relationship and network theories provide basis to understand the influence of B2B e-commerce technologies (such as EDI, I-EDI, Extranet) on business.

Learning activities and teaching methods:

Lectures, group works, and independent studying of textbooks.

Recommended or required reading:

Turban, King, McKay, Marshall, Lee, Viehland (2008) Electronic Commerce - A Managerial Perspective, Prentice Hall; collection of articles; other material announced during the lectures.

Assessment methods and criteria:

Lectures and literature examination.

Grading:

1-5.

Person responsible:

Professor Jari Salo.

721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish

ECTS Credits:

6 ect.

Language of instruction:

Finnish.

Timing:

Period D.

Learning outcomes:

Upon completion of the course, students can understand the effects of the special characteristics (complementarity, consumption externalities, switching costs and lock in and economies of scale in production) on the market dynamics of network industries.

Contents:

We take a game theoretic approach to study dynamics of company structure, strategic decision-making and market development in network industries. We also focus on the effects of social interaction on consumers' choices.

Learning activities and teaching methods:

Lectures/ independent reading of the textbooks.

Recommended or required reading:

Shy (2001): Economics of Network Industries.

Assessment methods and criteria:

Exam.

Grading:

1-5.

Person responsible:

Research Professor of Mobile Business Applications Timo Koivumäki.

721426P: Electronic Commerce, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Salo, Jari Tapani

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ect.

Language of instruction:

Finnish.

Timing:

Period A.

Learning outcomes:

After the course the student can apply e-commerce theories into practice by selecting the right methods to conduct e-business.

Contents:

We study the effects of electronic commerce on market structure and business processes in different industries and introduce various BtoC and BtoB electronic commerce business models

Learning activities and teaching methods:

Lectures, group works and independent studying of textbooks.

Recommended or required reading:

Turban, Lee, King & Chung (2002): Electronic Commerce – A Managerial Perspective, Prentice Hall, chapters 1-11; collection of articles; other material announced during the lectures.

Assessment methods and criteria:

Lecture and literature examination.

Grading:

1-5.

Person responsible:

Professor Jari Salo.

721650P: Information Goods, 5 op

Voimassaolo: - 31.07.2010

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period C.

Learning outcomes:

Upon completion of the course, students can understand the basic principles about marketing of digital and information intensive products.

Contents:

During the course, students will learn basic facts about digital products, e.g., production, distribution, management, pricing and marketing. They also will learn basic marketing strategies for digital products and gain a common understanding about the dynamics of the information intensive products. The underlying themes in the course are the cost structure of the digital product, pricing of the information intensive product, consumers lock-in and network effects.

Learning activities and teaching methods:

20 h lectures, written exercise and independent reading of the textbooks.

Recommended or required reading:

Kittlaus & Glough (2009): Software Product Management and Pricing, Springer Science+Business Media; Shapiro & Varian (1999): Information rules, Harvard Business School Press.

Assessment methods and criteria:

Lectures, written exercise and exam.

Grading:

1-5.

Person responsible:

Assistant of Information and Communications Business Miikka Blomster.

721673A: M-Commerce, 5 op

Voimassaolo: - 31.07.2010

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Miikka Blomster

Opintokohteen kielet: Finnish

ECTS Credits:

5 ects.

Language of instruction:

Finnish.

Timing:

Period: B.

Learning outcomes:

Upon completion of the course, the student can understand the basic areas of mobile business; know the basic logics of mobile business; and understand the basic business models in the mobile industry.

Contents:

During the course, students will learn basic facts about mobile business. Underlying themes in the course are the mobile value chain, roles of the players in the mobile industry, basic technologies and the basic business models of different players in the mobile industry.

Learning activities and teaching methods:

20 h lectures, written exercise and independent reading of the textbooks.

Recommended or required reading:

Lecture material and the collection of selected articles that will be announced during the lectures.

Assessment methods and criteria:

Lectures, written exercise and exam.

Grading:

1-5.

Person responsible:

Assistant of Information and Communications Business Miikka Blomster.

