Opasraportti


This is the study guide of Faculty of Economics and Business Administration, containing information about courses offered in the area of Information and Communication Business. The information is valid for the academic year 2006-2007.

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721671A: B to B E-Commerce, 5 op
721653P: Ec Systems, Implementation and Strategy, 5 op
721672S: Economics of Network Industries, 6 op
721426P: Electronic Commerce, 5 op
721650P: Information Goods, 5 op
721673A: M-Commerce, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

721671A: B to B E-Commerce, 5 op

Opiskelumuoto: Intermediate Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opintokohteen kielet: Finnish

ECTS Credits: 5 credits
Timing: Period D
Contents: Strategy, networking and electronic commerce
Recommended or required reading:
Material announced during the lectures

Assessment methods and criteria:
Lectures, article and literature examination

Person responsible:
Assistant in Information and Communication Business Manne Kesti

721653P: Ec Systems, Implementation and Strategy, 5 op

Voimassaolo: - 31.07.2010
Opiskelumuoto: Basic Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Kesti, Manne Kalervo
Opintokohteen kielet: Finnish

ECTS Credits: 5 credits
Timing: Period A
Contents: ERP, CRM, SCM, EDI, APS, ECR.
Recommended or required reading:
Collection of articles, other material announced during the lectures
Assessment methods and criteria:
Lectures and literature examination
Person responsible:
Assistant in Information and Communication Business Manne Kesti

721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies
Laji: Course
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Timo Koivumäki
Opintokohteen kielet: Finnish

ECTS Credits: 6 credits
Timing: Period D
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.
Recommended or required reading:
Shy (2001): Economics of Network Industries
Person responsible:
Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

721426P: Electronic Commerce, 5 op

Opiskelumuoto: Basic Studies
Laji: Course
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.

**Recommended or required reading:**

**Assessment methods and criteria:**
Lectures, literature examination and written essay

**Person responsible:**
Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

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721650P: Information Goods, 5 op

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuysikkö:** Faculty of Economics and Business Administration

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**
5 credits

**Timing:**
Period C

**Contents:**
We study the cost structure and pricing of info goods, consumer lock-in and switching costs as well as cooperation, compatibility and standards.

**Recommended or required reading:**
Shapiro & Varian (1999): Information rules, Harvard Business School Press; Shy (2001): Economics of Network Industries (chapter 7); other material announced during the lectures

**Assessment methods and criteria:**
Lectures and literature examination

**Person responsible:**
Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

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721673A: M-Commerce, 5 op

**Voimassaolo:** - 31.07.2010

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuysikkö:** Faculty of Economics and Business Administration

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

**Opettajat:** Miikka Blomster

**Opintokohteen kielet:** Finnish

**Status:**
Period B
ECTS Credits: 5 credits

Contents:
The course goes through the value-chain of mobile market, market player’s roles and basic technologies of mobile commerce. The course also introduces various business- and revenue models.

Recommended or required reading:
Material announced during the lectures

Assessment methods and criteria:
Lectures and literature examination

Person responsible:
Assistant in Marketing Annu Ristola, M.Sc. (Econ.&Bus.Adm.), Assistant in Marketing Miikka Blomster