Opasraportti


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
Opettajat: Kesti, Manne Kalervo
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:

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
Vastuuysikkö: Faculty of Economics and Business Administration
Arvostelu: 1 - 5, pass, fail
Opettajat: Timo Koivumäki
Opintokohteen kielet: Finnish
**ECTS Credits:**
5 credits

**Timing:**
Period A

**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.

**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 co-operation, 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