

Opasraportti

TaTK - International Business 2013-2014 (2013 - 2014)

International Business is studied in the Degree Programme in International Business and Management. International business is by nature a cross-disciplinary subject that combines elements from several fields of business and this degree is especially building on the field of management. The IB program concentrates on the strategies and practices of internationalizing and growth-oriented companies when leading, managing and developing their international and multi-cultural business operations. There are three core learning threads of International Business: approaches to international business, the practice of international business, and building up international businesses.

The focus of the IB studies is in creating understanding about business making and new business development under the influence of various national, cultural and other border-crossing contexts. As most of the business of the day is international or even global by nature, attention to such issues as intercultural communication and multi-cultural team work is a necessity to business professionals. Knowledge of organizing cross-border operations and understanding influence of national as well as various micro level differences on business making is important. The studies cover internationalization as a process of creating and acting upon opportunities and developing structures supporting the international opportunity actualization. There is a strong industry and business focus in the courses that include visiting lecturers, case studies and examples of internationally active firms, especially in the high technology and service-oriented industries. The common programme with management supports the achievement of strategic viewpoint to business development and understanding of structures and processes in business organizations.

Course Structure Diagram 2013-14

[B.Sc. \(Econ. & Bus. Adm.\) in International business](#) (includes structures of Management and International Business)

[M.Sc. \(Econ. & Bus. Adm.\) in International business](#)

Degree structure

Basic studies: ECTS

723010P Introduction to International Business 5

723011P Cross-Cultural Business Communicatiopns 5

723022P International Business Operations 5

721518P Leadership and Change 5

721519P Strategic Management 5

Intermediate studies:

723020A Seminar in International Business 10

In addition, at least 25 ECTS worth of the following:

723013A Legal Issues in International Business 5

723029A International Organization Design 5

723027A International Project 5

723021A Cross-Cultural Negotiations 5

721513A Human Resource Management 5

721520A Business Opportunity Creation 5

723001A Additional Studies in International Business 5

721241A Harjoittelu (Internship) 5

Advanced studies:

723030S Master's Thesis in International Business 30

723036S Current Issues in International Business and Management 6

721461S International Business Theory 6

In addition, at least 18 ECTS worth of the following:

723035S International Sales 6

723034S International Business Development 6

723032S Cross-Cultural Leadership 6

723038S MNEs, JVs and M&As 6

721556S Globalization and International Management 6

723039S Special Issues in International Business 6

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

723001A: Additional Courses in International Business, Intermediate Level, 0 op
 723020A: Bachelor's Thesis in International Business, 10 op
 721520A: Business Opportunity Creation, 5 op
 721063A: Business Research Methods, 8 op
 723011P: Cross-Cultural Business Communications, 5 op
 723021A: Cross-Cultural Negotiations, 5 op
 723032S: Cross-cultural Leadership, 6 op
 723036S: Current Issues in International Business and Management, 6 op
 721241A: Field Project, 5 op
 721556S: Globalization and International Management, 6 op
 721513A: Human Resource Management, 5 op
 723034S: International Business Development, 6 op
 723022P: International Business Operations, 5 op
 721461S: International Business Theory, 6 op
 723029A: International Organization Design, 5 op
 723027A: International Project, 5 op
 723035S: International Sales, 6 op
 723010P: Introduction to International Business, 5 op
 721518P: Leadership and Change, 5 op
 723013A: Legal Issues in International Business, 5 op
 723038S: MNEs, JVs and M&As, 6 op
 723030S: Master's Thesis in International Business, 30 op
 723039S: Special Issues in International Business, 6 op
 721519P: Strategic Management, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

723001A: Additional Courses in International Business, Intermediate Level, 0 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Leikkaavuudet:

ay723001A Additional Courses in International Business (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

2-5 ect.

Language of instruction:

English.

Timing:

Free.

Learning outcomes:

Varies depending on the mode of completion. If an independent assignment is agreed on the student will be able to summarize and integrate the acquired knowledge on a chosen international business topic.

Contents:

Contents will be agreed on individually. The course may consist of relevant studies completed in other faculties or universities.

Mode of delivery:

Individual work supervised by the professor or taken, for example, on exchange period.

Learning activities and teaching methods:

To be agreed with the professor.

Target group:

Students of International business.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

To be agreed on with the professor.

Assessment methods and criteria:

Individual written report or course transferred from an exchange period.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Professor of International Business.

Working life cooperation:

-

Other information:

-

723020A: Bachelor's Thesis in International Business, 10 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pia Hurmelinna-Laukkanen

Opintokohteen kielet: English

ECTS Credits:

10 ect.

Language of instruction:

English.

Timing:

Autumn and spring semester/periods B, C and D.

Learning outcomes:

Upon completion the student will be able to write, comment and evaluate scientific research. The students are able to choose and critically evaluate research materials, data and documents. They are able to analyze and interpret scientific research and discuss and make conclusions from the gathered information and data. The students are able to orally present and report in writing the implementation and results of their own study.

Contents:

During the course, basic requirements for goal-oriented, scientific study and methods of conducting research are introduced together with practical tips on how to write scientific research reports. Further, students will be introduced to the information gathering in the university library, and will be guided in the use of various data sources. During the course the students practice research, writing, and presentation skills through writing and presenting a research paper on independently chosen international business topic.

Mode of delivery:

Face-to-face teaching. Additionally the students need to work independently on their own study and thesis report and participate in the group presentation sessions.

Learning activities and teaching methods:

The following working methods are applied: Lectures, information skills training in the library, analysis of a previously written bachelor's thesis, writing a topic analysis paper, writing a final seminar report, oral presentation of the research report, acting as an opponent and commenting other student's research report.

Target group:

Students with International Business as the major subject.

Prerequisites and co-requisites:

Basic studies in International Business are a necessary prerequisite and some intermediate level studies a recommended prerequisite.

Recommended optional programme components:

The Finnish speaking students should complete the Bachelor's Thesis in International business-course and Finnish language course 900056A Taloustieteen tutkimusviestintä 2 ECTS simultaneously. The guidance related to Finnish language and the scientific writing will be given by the teacher of the Taloustieteen tutkimusviestintä -course.

Recommended or required reading:

Ghauri. P. & Groenhaug, K. (2005). Research Methods in Business Studies: A Practical Guide. Pearson Education.

Additional articles will be given during the course.

Check availability from [here](#).

Assessment methods and criteria:

Assessment is based on activity of participation in the seminar (lectures, final seminars), the final written research report (the scientific quality of the report), acting as an opponent (capability of providing constructive criticism, in particular), and self-assessment conducted by the students. When the seminar report is published as a Bachelor's thesis, it must be published in a hard cover format according to the instructions of the Faculty and the student is required to pass a maturity examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

1-5.

Person responsible:

Pia Hurmelinna- Laukkanen and Anita Juho.

Working life cooperation:

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Other information:

Students from other majors, taking IB as a long minor (60 credits), may choose other intermediate and/or advanced level courses in IB (10 credits in total, at least) instead of this bachelor seminar.

The number of students is limited.

721520A: Business Opportunity Creation, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Xiaotian Zhang

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/ period B.

Learning outcomes:

At the successful completion of this course, participants should be able to integrate and compose their innate creativity, innovation and entrepreneurial skills to harness ideas through opportunities. Specifically, learners will be able to discriminate between idea engineering workshops and elevator pitch presentations in demonstrating unique value propositions to target audiences in approving or rejecting the merits of an intended venture creation. Participants will also be able to experiment with their own potential ideas as opportunity explorers and measure/judge them from an entrepreneurial perspective.

Contents:

This course simulates real life business opportunity creation within workshop settings. It could be proposed that new business creation is the ultimate task of knowledge-based companies in the postmodern economy. This course aims at introducing, firstly, the basic concepts, historical developments and schools of business creation and, secondly, the contemporary methods of business opportunity creation in high growth ventures. The main themes are: i) intellectual and social capital as the generating forces behind opportunity creation; ii) environmental dynamism as the setting providing opportunities for new business; iii) opportunity creation as strategy-making behaviour; and iv) performance as the reflection of the value of opportunity created in the market-place.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

24 hours lectures with reflection (48 h), workshop sessions and team work (28 h), reading the course literature (20 h), writing the reports (77 h). The course will be taught in intensive sessions consisting of field work, workshops, lectures and team work. The main method is solution creation to real business situations by using problem based learning. In order to gain a comprehensive and in-depth understanding of the concepts as well as to develop practical competencies, participants are expected to maintain a minimum of 70% attendance of sessions.

Target group:

Students in Management and International Business majors.

Prerequisites and co-requisites:

721511P Foundations of Management is mandatory as previous studies.

Recommended optional programme components:

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Recommended or required reading:

Article collection, videos, power points and other resources will be provided on Optima. GuntherMcGrawth, R. & I. MacMillan (2000). The entrepreneurial mindset: strategies for continuously creating opportunity in an age of uncertainty (Harvard Business School Press).

Hisrich, R. D., Peters, M. P. & Shepherd, D. A. (2010). Entrepreneurship, 8th edition, McGraw-Hill International Edition.

Kuratko, D. F. 2009 Introduction to entrepreneurship, 8th edition, South Eastern.

Timmons, J. A. & Spinelli, S. Jr. (2009). New Venture Creation: Entrepreneurship for the 21st century, 8th Edition, McGraw-Hill International Edition.

Check availability from [here](#).

Assessment methods and criteria:

Assessment tasks will comprise of a range of individual and team based activities surrounding idea engineering workshops and elevator pitch/ rocket pitch presentations aligning course contents with real life business opportunity creation models and practices.

Team reflective learning diary 30% {align with creativity-innovation-entrepreneurship: idea engineering}; Team idea engineering workshop & 1,000 ideas report = 30% {highlight 100 ideas surrounding a personal intra- or entrepreneurial case};

Team elevator/ rocket pitch report = 20%; {1-2 page report pitched to target audience creatively: CEO, investor, bank etc};

Team elevator/rocket pitch = 20%: {60-180 seconds pitch to target audience creatively: CEO, investor, bank etc}.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

John Meewella.

Working life cooperation:

-

Other information:

The number of students is limited.

721063A: Business Research Methods, 8 op

Voimassaolo: 01.08.2011 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Jouni Juntunen

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

8 ects

Language of instruction:

Finnish

Timing:

Autumn semester/ periods A-B

Learning outcomes:

After this course, the students will be able to plan and execute quantitative and qualitative research to understand and solve scientific problems in the business context. In addition, the students will be able to create questionnaire, collect data and analyze it with suitable statistical software. Further, the students will also be able to collect qualitative data and analyze it with suitable statistical software. Students will be capable to use methodological concepts and evaluate researches from scientific perspective.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Preparing for and completing the pre-exam (40h), lectures and computer class instruction 45 h (MS EXCEL, SPSS ja NVivo softwares), study diaries (45 h) and practical work (83h)

Target group:

Mandatory for major subjects of marketing, management and international business

Prerequisites and co-requisites:

Pre-exam. Wilson, J. Essentials of Business Research, Sage Publications 2010.

Check the availability [here](#)

Recommended optional programme components:

Business Research methods study unit is recommended before the Seminar (721517A, 723020A tai 721418A).

Recommended or required reading:

Pre-exam book: Wilson, J. Essentials of Business Research, Sage Publications 2010; and other material announced in the lectures.

Assessment methods and criteria:

Pre-exam, study diaries and a class project.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Dr. Jouni Juntunen

Working life cooperation:

No.

Other information:

The number of students is limited.

723011P: Cross-Cultural Business Communications, 5 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/period A. 1st year studies of International Business and Management.

Learning outcomes:

Upon completion of the course the students are able to recognize different theories of cross-cultural communication. They are able to identify the cultural differences of business communication and describe the effects of cultural differences on business communication.

Contents:

The aim of the course is to introduce students to some of the culturally-bound behavioural patterns they are likely to encounter in dealing with international contacts in their professional life. The course will cover discussions on cultural differences in behaviour patterns and their effects on business practices. Special attention will be paid to corporate communication, such as web pages, flyers and other marketing or company specific materials. Finally, selected aspects of internal communication within a multicultural business will be discussed.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

18 h lectures with reflection (36 h), reading the course literature (76 h), preparing for the exam (40 h).

Target group:

Students of International business and management.

Prerequisites and co-requisites:

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Recommended optional programme components:

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Recommended or required reading:

Selected reading will be given in class.

Assessment methods and criteria:

Examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

N.N.

Working life cooperation:

-

Other information:

The number of students is limited.

723021A: Cross-Cultural Negotiations, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Lauri Haapanen

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Spring semester/period C

Learning outcomes:

Upon completion the student are able to prepare for, participate in, and lead cross-cultural and international business negotiations. They can apply different theories, tools and information for analyzing and interpreting cross-cultural negotiation situations. The students recognize and can connect cross-cultural negotiation situations to business strategy and to the cross-cultural and international business contexts.

Contents:

The contents of the course cover theories and tools how to conduct cultural and technical preparations for cross-cultural negotiations, how to build negotiation strategy and tactics, and how the dynamics of cross-cultural negotiations can be analyzed in differing cultural settings. Specific attention is paid to major cultural blocks and their special characteristics regarding negotiations.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

18 hours lectures with reflection (36 h), 1 hour negotiation rehearsal to be completed in student groups, reflection (36 h), writing a report (56 h), preparing for the exam (40 h).

Target group:

Students of International business and management.

Prerequisites and co-requisites:

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Recommended optional programme components:

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Recommended or required reading:

Hendon, D., Hendon, R. & Herbig, P. (1999). Cross-cultural business negotiations. Quorum books. Ghauri, P.N. & Usunier, J-C. (2003). International Business Negotiations. Elsevier Ltd.

Check availability from [here](#).

Assessment methods and criteria:

50% by examination and 50% by rehearsals and rehearsal report prepared as a team.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Anita Juho.

Working life cooperation:

-

Other information:

The number of students is limited.

723032S: Cross-cultural Leadership, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Petri Ahokangas

Opintokohteen kielet: English

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Autumn semester/period B

Learning outcomes:

Upon completion the students are able to assess, design and integrate cross-cultural work groups and teams in internationally or geographically distributed organizations as a team member or as a leader. They can relate and judge the applicability of different leadership and collaboration theories and approaches to dynamic cross-cultural leadership situations.

Contents:

Students completing the course will have an understanding and capability to utilize the differing leadership theories and apply them in analyzing and assessing differing cross-cultural and international leadership situations. The course addresses specific issues related to cross-cultural leadership; such as communications, collaboration, conflicts, team processes and roles, virtual teams, global and international leadership styles, and combines these themes to practical cross-cultural leadership situations. The students will practice their cross-cultural collaborations and leadership skills in a team work simulation.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

26 lectures with activity (52 h), reading the course literature (40 h), team work and writing the report (68 h). The course includes a leadership simulation with a multiplayer team game (NoviCraft). In addition, the students are required to independently read the course materials and use them in group assignment.

Target group:

Students with International business or Management as their major subject.

Prerequisites and co-requisites:

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Recommended optional programme components:

-

Recommended or required reading:

Moran, R., Harris, P. & Moran, S. (2007). Managing cultural differences. Article collection, and other materials presented during the lectures.

Check availability from [here](#).

Assessment methods and criteria:

Examination by workshop and group assignment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Petri Ahokangas.

Working life cooperation:

-

Other information:

The number of students is limited.

723036S: Current Issues in International Business and Management, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Anita Juho

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Autumn and spring semester/periods A, B, C and D.

Learning outcomes:

After completion the students have comprehensive understanding of topics and discussions of current interest in management and international business field. The topics can relate managerial challenges in doing international business and academic research on them. The students are able to examine the research settings of studies in relation to their research questions, theories and methods.

Contents:

The course covers a variety of current research topics and managerial issues important in the field of international business. It familiarizes the students with current trends in research and management of international business and thereby provides an opportunity to learn scientific and managerial thinking.

Mode of delivery:

Face-to-face teaching in whole day seminars and workshops.

Learning activities and teaching methods:

Seminar attendance and discussions.

Target group:

Students with International Business or Management as the major subject.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

The seminar materials assigned by lecturers.

Assessment methods and criteria:

Individual learning diaries on the seminars and course readings. Passing the course will require attendance in and reporting own learning in a written diary of five seminars out of eight that are organized over a two-year period.

Workshop sessions with preparation (40 h), reading the course literature (40 h), writing reports (80 h).

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

The course unit utilizes a grading Fail/Pass.

Person responsible:

Anita Juho and Antti Kauppinen

Working life cooperation:

-

Other information:

The course is mandatory to students with International Business as the major subject.

721241A: Field Project, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Practical training

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Status:

Optional.

ECTS Credits:

5 ect.

Language of instruction:

Free.

Timing:

Free.

Learning outcomes:

The student gains work experience that is related to his/her studies and which supports career plans.

Contents:

Objective of the internship (field project) is to familiarize oneself with economic life, to create business contacts and to become acquainted for example with economic analysis or bearing of economic responsibility in practice. A suitable internship position involves, for example, performing the following tasks:

- production, analysis or interpretation of economic information
- writing reports on economic issues
- participating in economic research projects
- familiarizing oneself with accounting software
- being responsible for carrying out economic activities
- carrying out management responsibilities
- familiarizing oneself with economic life of foreign countries
- participating in making economic decisions
- conducting marketing research

Mode of delivery:

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Learning activities and teaching methods:

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Target group:

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Prerequisites and co-requisites:

-

Recommended optional programme components:

No

Recommended or required reading:

-

Assessment methods and criteria:

For internship approval the following documents should be submitted to Oulu Business School's study office:

- a) official certificate from the employer
- b) at least three-page long report, containing:
 - detailed and clear description of tasks carried out
 - description of working methods
 - written material produced during the internship
 - self-assessment of learning during the internship
 - possible supplementary attachments

Please label the documents as "Internship report".

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

Pass/fail

Person responsible:

The professor(s) of the major.

721556S: Globalization and International Management, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Anniina Rantakari

Opintokohteen kielet: English

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Autumn semester/ period B

Learning outcomes:

After completing this course the students are able to critically reflect and recognize current managerial challenges of global working context. The course focuses on the impacts of the different financial and socio-political actors in a global business environment. The students create both socially and practice oriented perception of global business context. The students are also able to compare different research approaches of global business analysis.

Contents:

Emanating from a socio-cultural approach to international management, the course will introduce different conceptualizations of globalization and its impact upon economy, society, regions, and organizations. In particular, the role of human relationships, socio-economic trajectories as well as different values systems and local traditions as constitutive of global international management will be stressed. Sustainability will feature as a pivotal element of contemporary management strategy and practice throughout the module.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 hours lectures with reflection (40 h), team work and presentation (40 h), reading the course literature (40 h), writing the project report (40 h). The course will be taught in intensive sessions in comprising of workshops, lectures and group-work. Attendance of lectures is mandatory. Further details will be provided by the module leader during the first session.

Target group:

Students with Management and International Business as the major subject

Prerequisites and co-requisites:

Leadership and change and Human resource management courses are mandatory as previous studies.

Recommended optional programme components:

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Recommended or required reading:

Collection of articles listed/provided by the lecturer; Lecture notes.

Assessment methods and criteria:

Group presentation and project report each carrying 50% of the weight.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Anniina Rantakari.

Working life cooperation:

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Other information:

The number of students is limited.

721513A: Human Resource Management, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Hilikka Poutanen

Opintokohteen kielet: English

ECTS Credits:

5 ect.

Language of instruction:

English.

Timing:

Spring semester/period D

Learning outcomes:

Upon the completion of the course the students are able to define and analyze the generic HRM functions. The students are able to apply the competencies acquired in the context of an HRM work.

Contents:

The course reviews generic functions of HRM and guides the students to understand the meaning of HRM work in organizations. A critical and praxis-oriented approach to HRM is emphasized.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

12 hours lectures with reflection (24 h), team work (20 h), reading the course literature (40 h), writing the report (50 h). The course will be taught in lectures in comprising of the study group work and the individual work.

Attendance to lectures is mandatory. In addition, the students are required to independently read course literature and prepare for the assignments. Further details will be provided during the first session.

Target group:

Students of Management and International Business.

Prerequisites and co-requisites:

Leadership and Change course is mandatory as previous studies.

Recommended or required reading:

Karen Legge: 'Human Resource Management', Derek Torrington, Laura Hall & Stephen Taylor: 'Human Resource Management'; Article collection; Lecture notes.

Check availability from [here](#).

Assessment methods and criteria:

The presence in lectures, the study group work and the individual assignment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Hilkka Poutanen.

Working life cooperation:

-

Other information:

The number of students is limited.

723034S: International Business Development, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Ulla Lehtinen

Opintokohteen kielet: English

ECTS Credits:

6 ect.

Language of instruction:

English.

Timing:

Autumn semester/period B.

Learning outcomes:

Upon completion the student will be able to explain the challenges for supply chain management in an international business context. They can assess the business decisions related to international logistics by utilizing different theoretical frameworks. The students are able to recommend and apply appropriate business solutions based on the assessment and theoretical frameworks.

Contents:

The course presents the theories, concepts and techniques of procurement and logistics in international business environment. The course covers specific issues related to international supply chain management; such as outsourcing decision: offshoring, business process outsourcing; coordination and integration, global sourcing and procurement decisions, distribution and transportation and sustainability issues. The special emphasis will be given to the development of capabilities to analysis business cases of supply chain management questions in selected international settings.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

26 hours lectures with reflection (52 h), workshop sessions (8 h), reading the course literature (40 h), writing the report (60 h).

Target group:

Students with International Business or Management as the major subject.

Prerequisites and co-requisites:

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Recommended optional programme components:

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Recommended or required reading:

Article collection and other materials presented during the lectures.

Assessment methods and criteria:

Individual written assignment and active participation.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Ulla Lehtinen.

Working life cooperation:

-

Other information:

The number of students is limited.

723022P: International Business Operations, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/period B. 1st year studies of International Business and Management.

Learning outcomes:

Upon completion the student are able to recognize and describe different international operation modes. The students are able to compare and evaluate the foreign operation modes in specific decision making situations. The students also recognize the basic aspects of strategic and financial planning in the context of SME internationalization.

Contents:

The course introduces the basic international business operation modes. The contents cover exporting and importing, contractual and investment entry modes, e-business as a mode of international operation and some aspects of financing and strategic planning of SME internationalization.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 h lectures with reflection (40 h), reading the course literature (53 h), preparing for the exam (40 h).

Target group:

Students of international business and management.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Welch, L, Benito, G & S Petersen, B. (2007). Foreign Operation Methods. Theory, analysis, strategy. Edward Elgar Publishing Ltd. Cheltenham. Additional material will be assigned during the lectures.

Check availability from [here](#).

Assessment methods and criteria:

Examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Jan Hermes and Xiaotian Zhang

Working life cooperation:

-

Other information:

The number of students is limited.

Students are advised to familiarize themselves with the course's main literature source (Welch et al. 2007) before the beginning of the course.

721461S: International Business Theory, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Tuija Mainela

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

6 ects.

Language of instruction:

English.

Timing:

Autumn semester/period A.

Learning outcomes:

Upon completion the students are able to discuss the main international business theories and define their key concepts and primary assumptions. They can compare the ideas and assess the value of the theoretical approaches in specific analytical situations. They are able to use the theories in analysis of international business development of firms.

Contents:

The course introduces theoretical approaches related to internationalization of a firm and in analysis of decision making in international business. Approaches covered include internationalization process model, network approach, international new venture theory, transaction cost analysis, eclectic theory, resource based view and institutional theory in international business research. Small, in-class cases are used to practice the application of the theoretical approaches in analysis of firm behavior.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

14 hours lectures with advance preparation and reflection (40 h), independent reading of course book and articles and writing 6 article summaries (60 h), writing the individual examination report 15 pages (60 h).

Target group:

Students with International Business as the major subject.

Prerequisites and co-requisites:

Basic and intermediate level studies of international business are required as previous studies.

Recommended optional programme components:

-

Recommended or required reading:

Havila, V., Forsgren, M. & Håkansson, H. (eds) (2002). Critical perspectives on internationalisation. Amsterdam, etc: Pergamon. Article collection.

Check availability from [here](#).

Assessment methods and criteria:

Individual analytical written report applying the theories in analysis of a selected case firm.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Tuija Mainela.

Working life cooperation:

-

Other information:

The course is mandatory to students with International Business as the major subject.

The number of students is limited.

723029A: International Organization Design, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Spring semester/period D.

Learning outcomes:

Upon completion students are able to identify the main concepts and ideas of international organization design. They can tell the evolutionary path of organization theory and design discussion. They are able to describe the critical tasks of an organization. The students recognize the role of clear responsibilities, workflow, control, coordination, planning and decision-making, as well as the need for balancing between order and flexibility in management processes in international contexts. They can analyze the functioning and performance of an organization in constantly changing circumstances and identify the change factors. They can identify potential deficiencies in organization processes, systems and structures hindering effective execution and implementation of the strategy.

Contents:

The course covers the key concepts and essential ideas of organization theory and design. International organization design models, structures, processes and systems are also covered. In addition, themes like organizational culture, values and policies, role of corporate governance, as well as organizational change and development are discussed.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

12 hours lectures with reflection (24 h), reading the course literature (69 h), preparing for the exam (40 h).

Target group:

Students of International business and Management.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Daft, R.,L. (2010). Understanding the Theory and Design of Organizations. 10th edition. South-Western, Cengage Learning. Other study material assigned by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Marjut Uusitalo.

Other information:

The number of students is limited.

723027A: International Project, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Lauri Haapanen

Opintokohteen kielet: English

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/periods A and B.

Learning outcomes:

Upon completion the student are able to solve real life business problems using acquired skills from earlier IB courses. They can identify the most essential business development issues. They can apply management methods and international strategy concepts in expanding businesses. Students are able to discover real and relevant solutions for firms in different internalization phases.

Contents:

The aim of the course is to develop practical skills in international business by adapting different theories, frameworks and tools in selected SME´s. Depending on the nature of the assignment, students may indicate how the country and/or industry context influences firm´s international operations, or develop a business plan for organizing some of its international business operations. Students gather, organize, interpret and use information to formulate strategic alternatives for the organization. In their report students show their ability to adapt the theories, tools and frameworks in real life business cases.

Mode of delivery:

Face-to-face teaching and teamwork.

Learning activities and teaching methods:

12 hours lectures, workshop sessions (18 h), team work (35 h), reading the course literature (28 h), preparing for the exam (40 h). Students will be conducting a real life project work according to a company assignment. Work will be done in groups of four to five students. Students will present both intermediate and their final results by written reports and by an oral case presentation. Students will report on a regular basis of their progress and present the final results in a case report and case presentation.

Target group:

Students of International business and management.

Prerequisites and co-requisites:

Basic courses in International Business are mandatory. Pre-examination.

Recommended optional programme components:

-

Recommended or required reading:

Grant, R. (1998). Contemporary strategy analysis. Blackwell Publishing.

Check availability from [here](#).

Assessment methods and criteria:

Assessment is based both on a pre-examination and a written case report.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Lauri Haapanen.

Other information:

Pre examination: In order to attend the course student has to pass the pre-examination based on the required study material. The course requires registration in advance. The number of students is limited.

723035S: International Sales, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

6 ect.

Language of instruction:

English.

Timing:

Spring semester/periods C and D.

Learning outcomes:

Upon completion the students are able to identify and analyze different international sales/selling and sales management tasks, roles, situations, contexts, systems and strategies of internationally active firms. They are

able to relate and judge the applicability of the theories and approaches to dynamic international sales and selling activities. The can integrate sales and selling perspective to the strategy and internationalization of firms.

Contents:

Students completing the course will have an understanding of the world of international sales and selling from salesperson's, the sales manager's, and the company's viewpoint. Theories and models explaining international sellers' and buyers behavior will be used as tools to evaluate and explain sales and selling related behavior and practices in internationally active firms. The course addresses specific issues related to international sales and selling as a practice, how sales and selling is managed in international contexts, what kind of different sales and selling strategies are used by firms, how these strategies can be evaluated, and finally, how e-sales and e-selling can be utilized and evaluated within international business.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 hours lectures with reflection (40 h) workshops (6 h), team work and writing the report (64 h), reading the course literature (50 h).

Target group:

Students with International business or Management major.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Article collection, other material presented during the lectures.

Assessment methods and criteria:

An examination by workshop and pair assignment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Petri Ahokangas.

Working life cooperation:

-

Other information:

The number of students is limited.

723010P: Introduction to International Business, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Tuija Mainela

Opintokohteen kielet: English

Leikkaavuudet:

ay723010P Introduction to International Business (OPEN UNI) 5.0 op

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/period A. 1st year studies of International Business and Management.

Learning outcomes:

Upon completion of this course the student will be able to describe the phenomena important in international business. They are able to identify and define the basic concepts and analytical frames within international business. They are able to discuss the determinants of international business decision making in firms and suggest possible ways of acting in some business situations.

Contents:

The course covers introduction to international business as a disciplinary area and introduces basic concepts and analytical frames of international business. The influences of country level differences on international business

making of the firms are examined and the basic strategies and structures in organizing and managing international businesses are presented.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 hours lectures with advance preparation and reflection (40 h), case exercises (4 hours), independent textbook reading (50 h), preparing for the exam (40 h).

Target group:

Students of International Business and Management

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Hill, C. (2005), International business: Competing in the global marketplace, McGraw - Hill.

Check availability from [here](#).

Assessment methods and criteria:

Examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Tuija Mainela.

Working life cooperation:

-

Other information:

The number of students is limited.

721518P: Leadership and Change, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Hilikka Poutanen

Opintokohteen kielet: English

Leikkaavuudet:

ay721518P Leadership and Change (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Spring semester/period C. 1st year studies of management and international business.

Learning outcomes:

The course enables students to expand their thinking outside the accustomed concepts of leadership and to explore the area of leadership as it will impact and apply in the future to the individual, the group, and the whole organization. After the course the student is able to develop an understanding for leadership abilities, attributes, skills and principles for success in today's complex organizations, in a complex and dynamic environment. The student comprehends the dynamic interplay between leadership, organization, people and change, and the organizations' tension between utilizing efficiently their resources on the one hand and innovating and introducing change on the other hand.

Contents:

This course examines organizational leadership in the context of continuous change. The course offers approaches to leadership and explores it through interplay of theory and practice of the complex, changing, and

unpredictable world. The main idea introduced is that the practice of leadership in any context requires developed skills to be responsible for multiple relationships, transactions, and solving conflicts with a variety of different parties – including colleagues, customers, suppliers, competitors, local communities, and international connections.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

12 hours lectures with reflection of lectures (24 h), team work (12 h), reading the course literature (40 h), writing the report (57 h). The course includes lectures, study group work and individual work. It uses visiting speakers from industry, business, and the public sector. In addition, the students are required to independently read course literature and prepare for the assignments. Further details will be provided by the responsible person in the first session.

Target group:

Students of Management and International Business.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Northouse, P.G. (2010) Leadership: theory and practice (Sage); Article collection; Lecture materials.

Check availability from [here](#).

Assessment methods and criteria:

Assessment will be based on the presence in the lectures, study group work and individual assignment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Hilkka Poutanen.

Working life cooperation:

-

Other information:

The number of students is limited.

723013A: Legal Issues in International Business, 5 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pia Hurmelinna-Laukkanen

Opintokohteen kielet: English

ECTS Credits:

5 ect.

Language of instruction:

English.

Timing:

Autumn semester/period B.

Learning outcomes:

Upon completion the student are able to distinguish and compare different legal systems. They can analyze and explain the contents of contracts and other legal documents. They are able to evaluate the relevant information needed in different legal situations.

Contents:

The course offers an insight into the diversity that exists within systems of law, as well as provides an overview of the basic legal issues in doing business in international settings. During the course some conceptual basis of international business law, different legal systems with the emphasis on private international law and legal practicalities of international business transactions will be discussed. Management of legal issues and the role of

legal function in a firm are taken as a special approach. Areas covered include, e.g. trade (buying, selling and distribution), employment and labour issues, company law, IPR issues and competition law.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 h lectures with reflection (40 h), exercises (10 h), reading the course literature (43 h), preparing for the exam (40 h).

Target group:

Students of International Business

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

August, R.A., Mayer, D. & Bixby, M. (2008). International Business Law – Text, cases and readings. 5th edition. Selected parts of the book. Articles and other material given by the lecturer.

Check availability from [here](#).

Assessment methods and criteria:

Examination. All exercise assignments need to be passed as a prerequisite.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Pia Hurmelinna-Laukkanen.

Working life cooperation:

-

Other information:

The number of students is limited.

723038S: MNEs, JVs and M&As, 6 op

Voimassaolo: 01.08.2010 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Lauri Haapanen

Opintokohteen kielet: English

ECTS Credits:

6 ect.

Language of instruction:

English.

Timing:

Spring semester/period C.

Learning outcomes:

Upon completion the students will be able to compare and summarize different multinational enterprise theories. They can judge the applicability of the theories in dynamic business contexts. The students are able to explain the major changes in enterprises' cross border strategies using theoretical frameworks and conclude the viable strategies taking into account firm-specific and industry-specific boundaries.

Contents:

Students completing the course will have an understanding of the theories explaining the behavior of large and geographically dispersed multinational enterprises (MNEs) which are in mature stages of internationalization. Students will familiarize with the theories and practices of multinational enterprises. Course addresses specific issues related to the influence of the MNEs over the economy, the determinants of MNEs, the extent and patterns of foreign direct investments (FDIs), and the roles of joint ventures (JVs) and mergers & acquisitions (M&As) in the expansion of businesses.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 hours of lectures with reflection (40 h), workshop sessions (9 h), reading the course literature (61 h), writing the report (50 h). Students will apply their theoretical knowledge and approaches in an individual course assignment.

Target group:

Students with International Business as the major subject.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Dunning, J.H. & Lundan S.M. (2008). Multinational enterprises and the global economy, second edition. Edward Elgar Publishing Limited. Additional collection of articles will be provided during the course.

Check availability from [here](#).

Assessment methods and criteria:

Assessment is based on given assignments and an individual case report.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Lauri Haapanen.

Working life cooperation:

-

Other information:

The number of students is limited.

723030S: Master's Thesis in International Business, 30 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Advanced Studies

Laji: Diploma thesis

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

ECTS Credits:

30 ects.

Language of instruction:

English.

Timing:

Autumn and spring semesters/ periods A, B, C and D.

Learning outcomes:

Upon completion the master's thesis the student will be able to analyze and evaluate scientific knowledge and research regarding their content, focus, methodology and quality. They can design scientific research and relate and judge the applicability of the scientific theories and approaches to the selected research topic within international business. They can integrate different theories and research approaches and methodologies together and carry out a research independently and thereby develop scientific thinking and reporting skills. They can present and argue for the choices made in a scientific research both in written and orally.

Contents:

During the master's thesis work process students will participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars they will receive guidance and feedback how to proceed in and complete their work.

Mode of delivery:

Face-to-face teaching in seminar sessions.

Learning activities and teaching methods:

Seminar sessions. Students present three reports during the course: 1) Topic analysis report (3-5 pages), 2) Intermediate report (approximately 30-40 pages) and 3) Manuscript (approximately 80 pages). The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session.

Target group:

Students with International Business as the major subject

Prerequisites and co-requisites:

723020A Bachelor's Thesis/Seminar in International Business.

Recommended optional programme components:

-

Recommended or required reading:

Articles and other theoretical and empirical materials collected by the students for their study.

Assessment methods and criteria:

Examination through written research report, its presentation, active participation and acting as an opponent in seminar sessions.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Professor Petri Ahokangas and professor Tuija Mainela.

Working life cooperation:

-

Other information:

Open only to students with International Business as the major subject

723039S: Special Issues in International Business, 6 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Petri Ahokangas

Opintokohteen kielet: English

ECTS Credits:

To be individually agreed on.

Language of instruction:

Varies depending on the agreed way of completion.

Timing:

Free.

Learning outcomes:

If taken as an individual research assignment, upon completion the students are able to assess the value and relevance of learned theoretical frameworks in solving complicated business issues. They can rank and argue for the choices between applicable solutions to specific business problems.

Contents:

Varies on the basis of individually agreed on assignment.

Mode of delivery:

Varies on the basis of individually agreed on method of completion.

Learning activities and teaching methods:

Varies on the basis of individually agreed on assignment.

Target group:

Students with International Business as the major subject.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

To be agreed with the Professor of IB.

Assessment methods and criteria:

For example, a specific research and reporting assignment agreed on with the Professor of IB. The course may also consist of a relevant advanced level course taken in another faculty or university, for example, on an exchange period.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

The course can utilize a numerical grading scale 1-5 or be evaluated as pass/fail. In the numerical scale zero stands for fail.

Person responsible:

Professor in International Business

Working life cooperation:

-

Other information:

-

721519P: Strategic Management, 5 op

Voimassaolo: 01.08.2008 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Sari Laari-Salmela

Opintokohteen kielet: English

Leikkaavuudet:

ay721519P Strategic Management (OPEN UNI) 5.0 op

ECTS Credits:

5 ects.

Language of instruction:

English.

Timing:

Autumn semester/period A. 1st year studies of management and international business.

Learning outcomes:

After the course students recognize the different schools of strategic management, are able to define the central concepts, can analyze the links between strategy, markets and operations of an organization and are able to develop and communicate a strategy having clear market value.

Contents:

How could we model organizational change processes involving genuine uncertainties, and, at the same time, model individuals and organizations as being able to make strategic choices? The purpose of this course is twofold: First, the aim is to introduce the basic concepts, historical developments and schools of strategic management. Second, the course explores the contemporary developments in strategic thinking from the point of view of high-growth ventures.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

27 hours lectures with reflection (54 h), workshop sessions (12 h), team work (14 h), reading the course literature (33 h), preparation for the exam (20 h). The course will be taught in intensive sessions consisting of workshops, guest lecturers and group work. The main method is solution creation to real business situations by using problem-based learning. 70 % attendance of sessions is required. In addition, the students are required to independently read course literature and prepare for the assignments. Further details will be provided by the responsible person in the first session.

Target group:

Students in Management and International Business.

Prerequisites and co-requisites:

-

Recommended optional programme components:

-

Recommended or required reading:

Johnson, G., K. Scholes & R. Whittington. Exploring corporate strategy (Prentice Hall); Mintzberg, H., B. Ahlstrand & J. Lampel. Strategy safari: the complete guide through the wilds of strategic management (Prentice Hall /Financial Times); Article collection.

Check availability from [here](#).

Assessment methods and criteria:

Assessment will be based on a group assignment and an individual exam.

Read more about [assessment criteria](#) at the University of Oulu webpage.

Grading:

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

Person responsible:

Sari Laari-Salmela.

Working life cooperation:

-

Other information:

The number of students is limited.