

# Opasraportti

## OyKKK - Kauppatieteiden maisteri, markkinointi (2017 - 2018)

Tässä oppaassa esitetään kauppatieteiden maisterin (KTM) tutkintoon liittyvät opinnot, pääaineena markkinointi. Oulun yliopiston kauppakorkeakoulun yleisoppaassa on kuvattu yleiset opiskeluun liittyvät käytännöt ja periaatteet.

Oulun yliopiston kauppakorkeakoulun maisteriohjelmien yleiset osaamistavoitteet:

- Analyttinen ajattelu ja ongelmanratkaisu – opiskelijat kykenevät ratkaisemaan taloudellisia tai liiketoimintaan liittyviä ongelmia ja tekemään päätöksiä.
- Oman tutkimusalan tuntemus – opiskelijat osoittavat oman tutkimusalsansa syvällistä kokonaisvaltaista ymmärrystä.
- Liiketoimintaosaaminen – opiskelijoillamme on syvä ymmärrys heidän omasta ammatistaan ja he kykenevät käyttämään ja analysoimaan taloudellista ja/tai liiketoimintaan liittyvää tietoa.
- Globaali vastuullinen johtaminen – opiskelijamme osaavat rakentaa kestävästä kehityksen mukaista arvoa liiketoiminnalle ja yhteiskunnalle globaalisti.
- Kommunikointitaidot – opiskelijoillamme on ammattimaiset liike-elämään soveltuvat suulliset ja kirjalliset viestintätaidot.

Maisteriohjelmien vastuhenkilö: KTT Sinikka Moilanen.

### MARKKINOINNIN MAISTERIOHJELMA

Markkinointi on prosessi, jolla asiakastarpeista luodaan liiketoimintamahdollisuuksia. Siinä tarkastellaan liiketoimintasuhteita kuluttajamarkkinoilla, teollisilla markkinoilla ja julkisella sektorilla. Markkinoinnin tieteellisen tutkimuksen avulla pyritään ymmärtämään mm. kuluttajien käyttäytymistä, toimittajien ja asiakkaiden vuorovaikutusta, asiakasarvon muodostumista, eri instituutioiden tehtäviä ja rooleja kysynnän luomisessa ja tyydyttämisessä, jne. Markkinoinnin johtamisen kannalta keskeisiä teemoja ovat esimerkiksi asiakasnäkökulman toteuttaminen ja markkinoinnin resurssien ja toimintojen käytännön ohjaaminen yrityksen kilpailukykyyn edistämiseksi.

Oulun yliopiston kauppakorkeakoulussa markkinoinnin opetuksen ja tutkimuksen painopiste on yritysten välisissä suhteissa ja verkostoissa. Opinnot tähtäävät organisaatioiden välisten vuorovaikutusten ja prosessien syvälliseen ymmärtämiseen. Opinnoissa perehdytään markkinoinnin keskeisiin osa-alueisiin kuten kampanjoihin, brändäykseen, hankintoihin ja logistiikkaan sekä digitaaliseen markkinointiin. Liiketoimintaympäristön jatkuvat muutokset kuten globalisaatio, digitalisoituminen, palvelullistaminen ja yhteiskuntavastuun korostuminen ovat myös osa sitä kokonaisuutta, jota markkinoinnin opetuksessa tarkastellaan.

Markkinoinnin opetuksessa pyritään yhdistämään tieteellisyys ja käytännön relevanssi. Opintojensa kuluessa opiskelijat harjaantuvat kommunikaatiovalmiuksien, johtamistaitojen ja ryhmätöytäitojen hallintaan kansainvälisessä opiskelu-ympäristössä. Opetuksen perustana on kansainvälisesti tunnustettu markkinoinnin tutkimus, jota tehdään tiiviissä yhteistyössä yritysten kanssa. Tiedeperustaisen yliopiston osana markkinoinnin opinnot antavat opiskelijalle valmiuksia myös tutkimuspainotteisiin tehtäviin asiantuntijaorganisaatioissa.

### Osaamistavoitteet

Maisteritutkinnon suoritettuaan opiskelija osaa:

- tuottaa uutta markkinoinnin alan tietoa liike-elämän tarpeisiin,
- johtaa markkinoinnin toimintoja työskentelyorganisaatioissaan,
- analysoida liikkeenjohdollisia ilmiöitä ja käytänteitä markkinoinnin käyttäen markkinoinnin käsitteistöä,
- asettaa itselleen ja organisaatiolle tavoitteita ja työskennellä niiden saavuttamiseksi,
- viestiä selkeästi, kriittisesti ja analyttisesti käyttäen tutkimuksellista ajattelutapaa,

- asennoitua ja pitää yllä valmiuksia jatkuvaan oppimiseen.

Maisteriohjelman vastuuhenkilö prof. Jari Juga ja koordinaattori Hannu Torvinen.

### **KTM-tutkinnon kokonaisrakenne (pohjakoulutus KTK-tutkinto)**

Opintojen sisältö KTM-tutkinnossa

#### **a) Pääaineen opinnot, 120 op**

Tutkintoon suoritetaan markkinoinnin maisteriohjelman opinnot 120 op.

**b) Muita yliopistotasoisia opintoja tarvittaessa** siten, että KTM-tutkinnon laajuudeksi tulee 120 opintopistettä.

### **KTM-tutkinnon rakenne (pelkkää maisterintutkintoa suorittamaan siirtyvät opiskelijat)**

Jokainen koulutukseen valittu laatii ohjaajien opastuksella henkilökohtaisen opintosuunnitelman, jossa määritellään yksityiskohtaisesti tutkintoa varten suoritettavat opinnot sekä opintojen suoritusaikataulu. Opintosuunnitelma laaditaan ottaen huomioon opiskelijan aikaisemmat opintosuoritukset, opintomenestys ja urasuunnitelmat.

### **Henkilökohtainen opintosuunnitelma ja täydentävät opinnot**

HOPS tehdään aluksi itsenäisesti alla olevien ohjeiden ja opinto-oppaan avulla. Virallisesti HOPSin hyväksyy Oulun yliopiston kauppakorkeakoulu.

**Tutkinnon laajuus** on 120 opintopistettä (op), sisältäen pääaineen opintoja sekä kaikille yhteisiä opintoja, ohjelman rakenteen mukaisesti. Lisäksi voidaan vaatia suoritettavaksi kielioopintoja seuraavan taulukon mukaisesti, mikäli kielitaitovaatimukset eivät täyty aiemmin suoritettujen opintojen perusteella.

#### **Täydentävät opinnot (vaadittava kielitaito):**

Kielilain mukainen toisen kotimaisen kielen taito  
Vähintään 1 vieraan kielen B2-taso

### **Markkinoinnin pääaineen rakenne**

#### **Module 1: Discovering Marketing Fundamentals 30 ECTS**

721433S Consumer Behavior	6
721434S Selling and Sales Management	6
721432S Managing Customer Relationships*	6
721414S Purchasing and Supplier Relationships*	6
721472S Digital Marketing*	6

#### **Module 2: Enriching Marketing Skills 30 ECTS**

721462S Business Networks	6
721436S Brand Management*	6
721460S Marketing Theory	6
721435S Quantitative Research and Business Intelligence	

(previously: Market Analysis and Business Intelligence) 6

Elective advanced course from International Business

Management\* 6

### **Module 3: Advancing Marketing Knowledge 30 ECTS**

721064S Methods in Business Research 6

721471S Service Marketing and Management\* 6

721675S Supply Chain Management\* 6

\*721463S Sustainable Marketing Management\* 6

721070S Globally Responsible Business 6

### **Module 4: Creating Marketing Contribution 30 ECTS**

721430S Master's Thesis in Marketing 30

### **Tutkinto yhteensä 120 ECTS**

\*The course can be replaced by 721065S Internship, 721336S Special Issue (or for international students by Finnish language). Each of these may only be taken once.

The following courses belong to the core curriculum of the Marketing M.Sc. programme: 721433S Consumer Behavior, 721434S Selling and Sales Management, 721462S Business Networks, 721460S Marketing Theory, 721064S Methods in Business Research, 721070S Globally Responsible Business, and 721430S Master's Thesis in Marketing. These courses (or courses with equivalent content offered by other universities) should be included in the student's study plan.

### **Markkinoinnin maisteriohjelman rakennekaavio**

<http://webcgi.oulu.fi/studiag/index.php?kieli=1&kaavio=469>

## **Tutkintorakenteet**

### **Markkinoinnin maisteriohjelma (KTM)**

Tutkintorakenteen tila: julkaistu

Lukuvuosi: 2017-18

Lukuvuoden alkamispäivämäärä: 01.08.2017

### **Pääaineen opinnot (vähintään 120 op)**

H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

*Pakolliset kurssit. Nämä kurssit (tai toisen yliopiston vastaavan sisältöiset kurssit) sisällytetään opintosuunnitelmaan. HUOM! Kurssi 721070S Globally Responsible Business ja Pro Gradu -tutkielma suoritetaan aina Oulun yliopiston kauppakorkeakoulussa.*

721432S: Managing Customer Relationships, 6 op

721462S: Business Networks, 6 op

721460S: Marketing Theory, 6 op

721064S: Methods in Business Research, 6 op  
 721070S: Globally Responsible Business, 6 op  
 721430S: Pro gradu -tutkielma, markkinointi, 30 op

*Vaihtoehtoiset kurssit. Valitse näistä 10 kurssia (60 op.). Alla listattujen lisäksi valittavana on yksi vapaavalintainen kansainvälisen liiketoiminnan johtamisen (IBM) kurssi 6 op. ja/tai opiskelijaedustajana toimiminen max. 6 op. ja/tai kansainvälisille opiskelijoille suomen kielen opintoja max. 6 op.*

721433S: Consumer Behavior, 6 op  
 721434S: Selling and Sales Management, 6 op  
 721414S: Purchasing and Supplier Relationships, 6 op  
 721472S: Digital Marketing, 6 op  
 721436S: Brand Management, 6 op  
 721435S: Quantitative Research and Business Intelligence, 6 op  
 721471S: Service Marketing and Management, 6 op  
 721675S: Supply Chain Management, 6 op  
 721463S: Sustainable Marketing Management, 6 op  
 721065S: Internship, 6 op  
 721336S: Erikoisaihe, 6 op

## Opintojaksosten kuvaukset

### Tutkintorakenteisiin kuuluvien opintokohteiden kuvaukset

#### H631304: Markkinoinnin maisteriohjelma, 120 - 130 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Kokonaisuus

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opintokohteen kielet:** suomi

Ei opintojaksokuvauksia.

*Pakolliset kurssit. Nämä kurssit (tai toisen yliopiston vastaavan sisältöiset kurssit) sisällytetään opintosuunnitelmaan. HUOM! Kurssi 721070S Globally Responsible Business ja Pro Gradu -tutkielma suoritetaan aina Oulun yliopiston kauppakorkeakoulussa.*

#### 721432S: Managing Customer Relationships, 6 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Hanna Komulainen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

721413A Yrityksen liikesuhteiden hallinta 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work

**Opetuskieli:**

English

**Ajoitus:**

Period B. It is recommended to complete the course at the 1st autumn semester.

**Osaamistavoitteet:**

Upon completion of the course, students are able to identify networks as a context of managing customer relationships and they can explain how relationships develop and how value is created together with customers. The student is able to define and assess different theoretical approaches to customer relationship management, e.g. relationship portfolios, key account management and customer knowledge management. In addition, the student is able to explain and identify the role of internal integration and knowledge sharing in managing customer relationships, global aspects of customer relationship management and how CRM is used as software in business practice. Having completed the course, the student is able to analyze customer relationships from different viewpoints and has both written and oral presentation skills to interpret scientific articles and solve practical business problems.

**Sisältö:**

Lectures and related material include the following themes: 1) Networks as a context in managing customer relationships, 2) Customer portfolios and customer profitability, 3) Key account management, 3) Value creation in customer relationships, 4) Customer knowledge management, 5) The role of internal integration and knowledge sharing in managing customers, 6) Global aspects of customer relationship management, 7) CRM as software, 8) Development of business relationships.

**Järjestämistapa:**

Blended approach (face-to-face teaching and web-based teaching)

**Toteutustavat:**

The implementation methods of the course vary. There will be 26 hours of guided teaching events and 134 hours of independent studying either privately or in a group.

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Article collection and lecture material

**Suoritustavat ja arviointikriteerit:**

Obligatory exercises and/or exam. The assessment of the course unit is based on the learning outcomes of the course unit. Read more about assessment criteria at the University of Oulu webpage.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Hanna Komulainen

**Työelämäyhteistyö:**

The course includes the visiting industry experts with real-life case problems for students to be solved as a group work.

**Lisätiedot:**

The number of students is limited.

**721462S: Business Networks, 6 op**

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work

**Opetuskieli:**

English.

**Ajoitus:**

Period C

**Osaamistavoitteet:**

Upon completion of the course, students have deepened their theoretical understanding of business networks. They are able to explain, why the different kinds of networks are important in global business life and how they are able to coordinate them considering strategic goals of the company. They can critically apply different network discourse conceptions to their global business environment. They are able to analyze the underlying logic of different types of strategic nets, learning, and knowledge transfer within the global network likewise sources of conflict and conflict resolution strategies. After passing this course, students are capable to evaluate and argue the relevance and usefulness of such theories in their Master's Thesis when needed. In addition, students have enhanced their multicultural teamwork skills in group working.

**Sisältö:**

Lectures and related material include the following themes: 1) Principles of network thinking and basic concepts; 2) Networks and strategic thinking; 3) Different kind of strategic nets, their management mechanisms and capabilities needed (from subcontractor networks to development and innovation networks); 4) Networking in international context; 5) Learning and knowledge in the network context and 6) Sources of conflict in networks and conflict resolution.

**Järjestämistapa:**

Face-to-face teaching

**Toteutustavat:**

Students need to attend the pre-exam (40 h) to enter the course. 36 hours lectures and related article analysis and mini cases, multicultural group work and related presentation (30 h), independent reading of the textbooks and related material for the exam or individual assignment to pass the course (54 h).

**Kohderyhmä:**

Master's level students in marketing.

**Esitietovaatimukset:**

A pre-exam needs to be passed (book Håkansson, H. & Snehota, I eds: Developing Relationships in Business Networks, 1995). Detailed information on the pre-exam will be provided on Noppa.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

The pre-exam: [Developing Relationships in Business Networks \(1995\) Håkansson, H. & Snehota, I \(eds.\) \(sections given by the lecturer before the course\).](#)

The final exam: [Lecture material AND Parolini, C. \(1999\) The Value Net – A Tool for Competitive Advantage.](#)

**Suoritustavat ja arviointikriteerit:**

Assessment will be at three stages. Pre-examination will determine 20% of the grade. The group work conducted during the course will determine 30% and the final exam or individual assignment 50%. The assessment is based on the learning outcomes of the course unit.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Satu Nätti

**Työelämäyhteistyö:**

Understanding strategic nets and their orchestration is a highly relevant work life skill in modern business contexts. It has direct links to successful innovation activities and capability for global networking. In addition, practicing multicultural teamwork during the course gives relevant skills for work life.

**Lisätiedot:**

The number of students is limited.

**721460S: Marketing Theory, 6 op**

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English.

**Ajoitus:**

Period D. It is recommended to complete the course at the 1<sup>st</sup> spring semester, before the Master's Thesis seminar.

**Osaamistavoitteet:**

Upon completion of the course, students can compare different schools of marketing thought, classify studies into the schools, and explain the consequences of such fragmentation to marketing scholars. Students can choose a theoretical starting point and argue for the choices in their research. Students are also able to act professionally in teams, express their ideas analytically and effectively both in written and oral form.

**Sisältö:**

During the course e.g. the following issues will be dealt with: ways of classifying schools of marketing thought, a closer look at one classification, implications of the variety schools of thought, a closer look at origins of a few schools, how to make a theoretical contribution and to assess the research outlets and aims.

**Järjestämistapa:**

Face-to-face teaching with some online elements.

**Toteutustavat:**

36 hours lectures & teamwork (30 h), home exam & independent reading of the textbooks (94 h).

**Kohderyhmä:**

Master's level students in marketing.

**Esitietovaatimukset:**

Students need to have completed the autumn module 'Discovering Marketing Fundamentals' to complete the course.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

[Baker M.J. & Saren, M. \(2010\) Marketing Theory \(or newer\) AND The SAGE Handbook of Marketing Theory, Ed. by Maclaran, P., Stern, B., Saren, M. & Tadajewski, M. \(2009 or newer\).](#) See further instructions from detailed course description on Noppa.

**Suoritustavat ja arviointikriteerit:**

Home exam in pairs (50 %), self-assessment (25 %), teamwork (25 %). See further instructions from detailed course description on Noppa.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Mari Juntunen

**Työelämäyhteistyö:**

The course contains practicing team work skills. The students also write a blog text or make a video as a team work.

**Lisätiedot:**

The number of students is limited.

**721064S: Methods in Business Research, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Juha Tuunainen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

721063A Tutkimusmenetelmät 8.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English

**Ajoitus:**

Period A. It is recommended to complete the course at the 2nd autumn semester of the Master's program.

**Osaamistavoitteet:**

Upon completion of the course, students will be able to plan and conduct independent scientific research. They will have knowledge of how to apply methodological ideas and qualitative research methods so as to produce new knowledge and report research results so achieved. Although the course mostly concentrates on the qualitative research, the students will learn to understand and assess research conducted by using quantitative research methods, too.

**Sisältö:**

Face-to-face teaching and group work will include the following themes: 1) research and writing as a process, 2) ethics in marketing, organizational and business research, 3) research approaches, 4) research planning and research design, 5) literature review, 6) modes of data collection, 7) data analysis techniques and tools, 8) conclusion drawing, 9) research evaluation.

**Toteutustavat:**

Lectures and group exercises (36 h), group work (70 h), self-study (54 h) including preparing for lectures and group exercises.

**Kohderyhmä:**

Students of the Master's program in Marketing and International Business Management

**Esitietovaatimukset:**

Basic and intermediate studies in Marketing or in International Business Management should have been completed.

**Yhteydet muihin opintojaksoihin:**



The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Collection of articles and other material chosen by the teachers of the course.

**Suoritustavat ja arviointikriteerit:**

Group work. The assessment of the course is based on the learning outcomes of the course.

**Arviointiasteikko:**

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

**Vastuuhenkilö:**

Associate Professor Juha Tuunainen.

**Työelämäyhteistyö:**

Students will learn analytical, methodological, and problem solving skills that will help them to deal with complex real-life business problems. They will learn to search for information and analyze it critically, evaluate the credibility of information and research results, and provide new knowledge to support managerial decisions.

**Lisätiedot:**

The number of students is limited.

**721070S: Globally Responsible Business, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

ay721070S Globally Responsible Business (AVOIN YO) 6.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English

**Ajoitus:**

Period C.

**Osaamistavoitteet:**

Upon completion of the course, students are able to demonstrate detailed knowledge of responsible behaviors in global and local business from the viewpoint of their major discipline. The students are able to work in multidisciplinary groups and create a collective approach for uniting economic with socially and environmentally responsible bottom lines within a global business context. Students are also able to express their ideas in written and oral form and communicate them online.

**Sisältö:**

The course deals with the diversity of contemporary business issues related to sustainability and responsibility when operating in the global marketplace. Based on the triple-bottom-line concept students are introduced to theoretical and practical perspectives from the disciplines of accounting, economics, finance, management/international business and marketing. Students learn to detect, analyze, and create different approaches of how to globally and locally achieve social and environmental goals in addition to economic objectives of a business.

**Järjestämistapa:**

Online study methods.

**Toteutustavat:**

Independent study of the given material 70h, online discussions and groupwork 70h, and conducting individual assignments and learning reports 20h.

**Kohderyhmä:**

Students from all OBS Master's programmes.

**Esitietovaatimukset:**

30 ecta (5 Master level courses).

**Yhteydet muihin opintojaksoihin:**

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**Oppimateriaali:**

Course Book (to be announced later), articles and materials provided by the course instructors.

**Suoritustavat ja arviointikriteerit:**

Individual contributions (reports, video, online exam) count for 60% and group contributions (blogpost, case report) 40%.

**Arviointiasteikko:**

The course utilizes a numerical grading scale 1-5. The course consist of five different parts and students acquire a grade by passing the five different parts in numerical order.

**Vastuhenkilö:**

Anne Keränen, Jan Hermes and Prof. Pauliina Ulkuniemi

**Työelämäyhteistyö:**

The course includes global and local real life case examples and analyses. Course learning methods advance modern communication and interaction methods relevant in work life. Students gain abilities to perceive and develop responsibility in business.

**Lisätiedot:**

The course is available and obligatory for OBS Master level students.

**721430S: Pro gradu -tutkielma, markkinointi, 30 op**

**Opiskelumoto:** Syventävät opinnot

**Laji:** Lopputyö

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opintokohteen kielet:** suomi, englanti

**Laajuus:**

30 ECTS/ 800 hours of work

**Opetuskieli:**

English. Master's thesis can be written in Finnish or in English.

**Ajoitus:**

Periods A-D on the 2nd year of master's studies.

**Osaamistavoitteet:**

Upon completion of the thesis students can choose and apply appropriate research methods to produce new knowledge and to apply that knowledge to typical business decision-making problems. Students are able to conduct scientific research and make reasonable recommendations for solving business and economic problems. Furthermore, students demonstrate deep and coherent understanding of an academic field of study within their own major. They are able to demonstrate knowledge of the theories, concepts, frameworks and empirical findings of their discipline and understand the connections between various theories in the chosen discipline.

Students will demonstrate deep understanding of their own profession, and are able to use, process and analyze economic and/or business information. Students understand various business processes and operations, and causal connections between them. Finally, students are able to express their ideas effectively and analytically, both in oral and written form.

**Sisältö:**

Most of the work is independent writing of the thesis report, but during the master's thesis work students participate in seminar sessions in which they present and report the status and advancement of their work. In the seminars they receive guidance and feedback from their supervisor on how to proceed in and complete their research report. Description of the process and other relevant information are available at <http://www oulu.fi/oulubusinessschool/mastersthesisprocess>

**Järjestämistapa:**

Face-to-face teaching in seminar sessions.

**Toteutustavat:**

Independent work and face-to-face teaching in seminar sessions. Students prepare and present three reports during the course: 1) Research plan, 2) Intermediate report and 3) Manuscript. The works starts with a kick-off session and the progress and timing of the sessions is agreed on in the kick-off session.

**Kohderyhmä:**

Students of the Master's program in Marketing.

**Esitietovaatimukset:**

723020A Bachelor's Thesis or another university degree.

**Oppimateriaali:**

Scientific articles and other theoretical and empirical materials collected by the students for their individual study.

**Suoritustavat ja arviointikriteerit:**

Examination through written research report.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Professors

**Työelämäyhteistyö:**

Working life cooperation is dependent on the particular project. However, the students will learn problem solving and analytical skills as well as oral and written presentation skills needed for a business graduate in working life. Students deepen their understanding of their own profession.

**Lisätiedot:**

Open only to students of the Master's program in Marketing

*Vaihtoehtoiset kurssit. Valitse näistä 10 kurssia (60 op.). Alla listattujen lisäksi valittavana on yksi vapaavalintainen kansainvälisen liiketoiminnan johtamisen (IBM) kurssi 6 op. ja/tai opiskelijaedustajana toimiminen max. 6 op. ja/tai kansainvälisille opiskelijoille suomen kielen opintoja max. 6 op.*

**721433S: Consumer Behavior, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

721419P Kuluttajakäyttäytyminen 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits/ 160 hours of work.

**Opetuskieli:**

English

**Ajoitus:**

Period A. It is recommended to complete the course at the 1st fall semester.

**Osaamistavoitteet:**

Upon completion of the course students are able to analytically compare and assess central theories and research on consumer decision making, behavior and consumption. Students are able to identify internal and external aspects that influence consumer behavior, as well as critically evaluate their implications for marketing strategy. Having completed the course students are able to design, execute and evaluate a (small scale) consumer behavior research. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Sisältö:**

The course concentrates on providing an advanced understanding of consumer behavior. The central topics are: 1) consumers as individuals (including, e.g. various psychological theories and decision making), 2) social and cultural influences on purchasing and consumption behavior (including, e.g. culture, reference groups, and social media) and 3) central research methods in consumer behavior. During the course, students get familiar with scientific publications on consumer behavior and conduct a small scale consumer behavior research.

**Järjestämistapa:**

Face-to-face teaching.

**Toteutustavat:**

Lectures, including guided discussions, exercises and group presentations (36 h), individual assignment (50 h) and group work (74h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Learning material AND [Solomon, M.R. \(2014\) Consumer Behavior. Buying, Having, and Being.](#)

**Suoritustavat ja arviointikriteerit:**

Group work 40 % and individual assignment 60 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Mari Juntunen

**Työelämäyhteistyö:**

Applications to managerial decision making are emphasized. Visiting industry experts. Group work skills

**Lisätiedot:**

The number of students is limited.

**721434S: Selling and Sales Management, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Mari Juntunen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

721415A Industrial Sales Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English.

**Ajoitus:**

Period A. It is recommended to complete the course at the 1st autumn semester

**Osaamistavoitteet:**

Upon completion this course, students are able to raise the appreciation of topic of sales as a profession and academic field. Students are able to formulate a coherent view on central concepts of sales management/leadership and personal selling. Students are able to prepare to recruit, motivate, evaluate and supervise the sales force. In addition, students are able to plan sales, explain the dynamics of actual sales work and analytically evaluate and solve sales-related issues. Students are also able to design, execute and evaluate a small scale research on selling and/or sales management/leadership. Students are also able to express their ideas analytically and effectively both in written and oral form.

**Sisältö:**

The influence of company and product/service strategies on sales management and vice versa; planning, managing, leading and organizing for actual sales; selling in different contexts (e.g. B2B, B2C), selling processes, pricing in selling, the role of technology in sales, tactics and interaction at the customer interface, and central research methods in selling and sales management.

**Järjestämistapa:**

Face-to-face teaching

**Toteutustavat:**

Lectures and guided exercises (36 h), group assignment (50 h), reading the course material and literature and conducting an individual assignment (74 h)

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Article collection AND [Hair et al. \(2010\) Sales Management. Building Customer Relationships and Partnerships](#) AND [Jobber & Lancaster \(2012\) Selling and Sales Management](#). Selected sections of the books to be announced at the beginning of the course.

**Suoritustavat ja arviointikriteerit:**

Group assignment 30% and individual assignment 70 % of the final grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Mari Juntunen

**Työelämäyhteistyö:**

Visiting industry experts with real-life case problems explaining theoretical aspects and models. Sales practices involving actual business cases. Observation of actual sales situations and/or interviews with managers. Group work skills.

**Lisätiedot:**

The number of students is limited.

**721414S: Purchasing and Supplier Relationships, 6 op**

**Voimassaolo:** 01.08.2006 -

**Opiskelumoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Pauliina Ulkuniemi

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work.

**Opetuskieli:**

English.

**Ajoitus:**

Period B

**Osaamistavoitteet:**

After passing the course, students are able to describe the strategic importance of purchasing as a function in companies and can analyze business relationships from the buyer's point of view. They are able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities. Students are also able to express their ideas in written form and communicate them online.

**Sisältö:**

The course introduces students with the importance of industrial purchasing in current business contexts. Different types of contexts where industrial purchasing takes place are considered, e.g. outsourcing in technology industries, global purchasing, buying business services, and public procurement. Topics also include purchasing processes, supplier relationships, understanding supply markets, supplier evaluations and interrelatedness of industrial marketing and purchasing. The role of purchasing in advancing the responsibility is also covered.

**Järjestämistapa:**

Online

**Toteutustavat:**

Individual and group working activities online with weekly assignments and deadlines. Learning activities include watching video presentations (10h), participating in online discussions (20h), group working (30 h), independent reading of the assigned materials (60 h) and writing of individual learning reports (40h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

[Gadde, L-E, Håkansson, H. & G. Persson \(2010\) Supply Network Strategies, 2nd ed.](#), other material appointed by the responsible teacher.

**Suoritustavat ja arviointikriteerit:**

Individual assignments and participation in online discussions.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Prof. Pauliina Ulkuniemi

**Työelämäyhteistyö:**

Case exercises are used. After passing the course, students able to find relevant information to work in assignments involving co-operation with suppliers as they know the main purchasing tasks and responsibilities

**Lisätiedot:**

The number of students is limited.

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Jari Juga

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work

**Opetuskieli:**

English.

**Ajoitus:**

Period B

**Osaamistavoitteet:**

After completing the course, the student is able to (1) understand the core concepts related to digital marketing, (2) assess the characteristics of digital media in comparison to traditional media, (3) plan digital marketing at strategic and tactical levels, and (4) analyze digital marketing performance against the business objectives.

**Sisältö:**

This course provides a holistic understanding of how digital marketing strategies are managed and planned in the organizations. The course addresses the strategy formulation of digital marketing and its implementation via a variety of tactics. A particular emphasis is on the use of digital analytics for measuring and optimizing digital marketing performance. During the course, students will craft a digital marketing development plan for a company of their choice. The course contents include (1) transformation in customer behavior and marketing practices due to digitization, (2) digital marketing objectives and strategic movements, (3) digital marketing tactics, (4) digital analytics, and (5) strategic planning and management of digital marketing

**Järjestämistapa:**

Blended approach

**Toteutustavat:**

36 hours lectures. In addition, independent reading of the articles and other related material, 124 h.

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Article collection AND other material appointed by the lecturer as well as possible compendium.

**Suoritustavat ja arviointikriteerit:**

Assignments (30%), Group work (70%)

**Arviointiasteikko:**

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

**Vastuuhenkilö:**

Tero Huhtala and Jari Juga

**Työelämäyhteistyö:**

First-hand experience of social media and other digital marketing practices and analytics. Visiting lecturers from companies and/or other expert organizations

**Lisätiedot:**

The number of students is limited.

**721436S: Brand Management, 6 op****Voimassaolo:** 01.08.2014 -**Opiskelumuoto:** Syventävät opinnot**Laji:** Opintojakso**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu**Arvostelu:** 1 - 5, hyv, hyl**Opettajat:** Saira Saraniemi**Opintokohteen kielet:** englanti**Leikkaavuudet:**

721427A Brändijohtaminen 5.0 op

**Voidaan suorittaa useasti:** Kyllä**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English

**Ajoitus:**

Period C. It is recommended to complete the course at the 1st Spring semester.

**Osaamistavoitteet:**

Upon completion of this intensive course the student is able to systematically analyze and develop brands and brand communication and compare different brand strategies. The student is able to assess the brand value from the perspectives of the firm, customers, and different stakeholders. The student is able to discuss with arguments the brand phenomenon and related concepts (image, identity, reputation). In addition, the students are able to analyze different phases and factors of the branding process and to formulate different research possibilities within the brand phenomenon. Accordingly the students are able to make brand related decisions and apply brand perspective as a strategic asset of businesses. Students are also able to communicate and popularise research results and scientific knowledge to public audiences.

**Sisältö:**

The brand phenomenon wide ranging and from contemporary perspectives. The lectures include following themes: the origin of brand phenomenon and the development of brand research, branding strategies, brand communication, brand value, network perspective in branding, market shaping brands. In addition, different branding contexts are examined, e.g. SME branding, service branding, B2B branding, place branding, digital branding and non-profit branding.

**Järjestämistapa:**

Face-to-face teaching

**Toteutustavat:**

Preparation for and passing a pre-exam based on three articles (will be announced in Nov at Noppa) (40 h), introductory and visiting lectures (16 h), reading the assigned articles and group work (including real-life case) (40 h), group presentation and guided discussions, attending and evaluating the group presentations (24 h), learning diary (40 h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Articles determined for the pre-exam (arranged as home-exam) AND an article collection announced at the beginning of the course.

**Suoritustavat ja arviointikriteerit:**

Assessment will be at three stages: pre-examination (20 %), group work and its presentation during the course (40 %) and a learning diary (40 %). The assessment is based on the learning outcomes of the course unit.

**Arviointiasteikko:**



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

**Vastuuhenkilö:**

Dr. Saila Saraniemi

**Työelämäyhteistyö:**

The course includes guest lectures from different fields of branding. The student group will carry on a small branding project to a company as part of their group work.

**Lisätiedot:**

The number of students is limited.

**721435S: Quantitative Research and Business Intelligence, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** englanti

**Leikkaavuudet:**

721063A Tutkimusmenetelmät 8.0 op

721417A Markkinointitutkimus ja informaatiojärjestelmät 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work

**Opetuskieli:**

English

**Ajoitus:**

Period D

**Osaamistavoitteet:**

Upon completion of the course, students can analyze marketing and business environments, and collect and utilize especially quantitative data to help management and develop decision making. In addition, they are able to create reports to communicate with management, customers and other stakeholders regarding the analyzed data. They are also able to evaluate the usability, validity, reliability and generalizability of the data and reports. After completing this course, students can use the basic market analysis tools in data gathering and analysis.

**Sisältö:**

Lectures and related material include the following themes: 1) Background for market and business intelligence, measuring concepts and collecting quantitative data. 2) Tools of quantitative research in Master level are introduced (e.g. Excel, SPSS, R, Webropol) and finally, 3) Issues related to reporting quantitative research and business intelligence.

**Järjestämistapa:**

Blended approach.

**Toteutustavat:**

There will be 36 hours lectures and computer exercises. In addition, writing of learning diaries and course work 72 hours and, independent reading of the articles and other related material with the group work and writing group work of 52 hours.

**Kohderyhmä:**

Master's level students in marketing.

**Esitietovaatimukset:**

Basic statistics, course 806116P Tilastotiedettä kauppatieteilijöille or similar.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Course book will be announced later in Noppa. Article collection, and other material as well as possible compendium can be downloaded from Optima.

**Suoritustavat ja arviointikriteerit:**

Individual course work, learning diaries and group exercise with groups' internal evaluation concerning each members' contribution to coursework. The assessment is based on the learning outcomes of the course unit.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. Jouni Juntunen

**Työelämäyhteistyö:**

Basic understanding relating for cyber security, how to collect data for business intelligence and quantitative analysis, and in addition, importance of protecting company's own data. Capability to produce quantitative research, understanding concerning quality of the research and how research can be applied for example behind decision making.

**721471S: Service Marketing and Management, 6 op**

**Voimassaolo:** 01.08.2011 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Saira Saraniemi

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 ECTS credits / 160 hours of work.

**Opetuskieli:**

English.

**Ajoitus:**

Period A. It is recommended to complete the course at the 2nd autumn semester.

**Osaamistavoitteet:**

Upon completion of this course, students will be able to understand and analyze distinctive and new perspectives of marketing and management in service economies. They are also able to compare and assess different service marketing theories and apply them to develop service business models and strategic marketing. After passing the course, students can evaluate and argue for the relevance and usefulness of the theories in their Master's Thesis.

**Sisältö:**

Face-to-face teaching and group working will include different theory logics for service marketing and management: Nordic School's service logic, Service-Dominant logic, service science and (eco)system. In-depth outlooks on service marketing and management will contain themes such as service design and innovation, service modularity and business models. The course applies both B2B and B2C perspectives through emphasizing interdisciplinary focus to current service marketing and management within business networks and ecosystems.

**Toteutustavat:**

Classroom activities (40h) include lectures, company visits, group's presentation and commenting (company and students); Group working (40 h) for creating a solution for the problem set by the case company; Individual reflective learning diary and article analysis/analyses (80 h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

Collection of research articles and other material chosen by teachers of the course.

Recommending material: [Lusch, R. F. & Vargo, S. L. \(2014\) \*Service-Dominant Logic: Premises, Perspectives, Possibilities\*](#), [Grönroos, C. \(2007 or newer\) \*Service Management and Marketing\*](#).

**Suoritustavat ja arviointikriteerit:**

The assessment of active participation during the course: 75% required presence in lectures and group work with presentation and/or commenting will determine 50% of the total grade. The assessment of individual Learning Diary and Article Analyses form 50% of the total grade. The assessment is based on the learning outcomes of the course unit.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Dr. N.N

**Työelämäyhteistyö:**

Teamwork based on company's problems. Contacting and collaborating with the company, presenting group work and giving business focused feedback to others. Company involvement in classroom work.

**Lisätiedot:**

The number of students is limited.

**721675S: Supply Chain Management, 6 op**

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Jari Juga

**Opintokohteen kielet:** englanti

**Laajuus:**

6 credits / 160 hours of work.

**Opetuskieli:**

English.

**Ajoitus:**

Period B.

**Osaamistavoitteet:**

The student can analyze and assess strategic logistics issues from an integrated supply chain standpoint. The student is able to critically evaluate and interpret supply chain phenomena using conceptual and analytical models.

**Sisältö:**

Definition and underlying theoretical models of supply chain management, as well as contemporary phenomena and supply chain improvement initiatives. Logistics as a value driver in supply chains, collaborative practices (e.g. ECR, CPFR, SCOR) with special emphasis of supply chain dynamics and enabling supply chain technologies and standards.

**Järjestämistapa:**

Face-to-face teaching.

**Toteutustavat:**

Lectures (36 h), independent study of textbook and course material (80 h), group assignments (44 h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

[Harrison A., v.Hoek R. & Skipworth, H. \(2014\), Logistics Management and Strategy, Prentice-Hall](#) AND other course material assigned by the teacher.

**Suoritustavat ja arviointikriteerit:**

Exam (1-5), group assignments (accept/reject).

**Arviointiasteikko:**

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

**Vastuhenkilö:**

Prof. Jari Juga

**Työelämäyhteistyö:**

Group work and communication skills with the purpose of detecting and demonstrating supply chain improvement opportunities.

**Lisätiedot:**

The number of students is limited.

**721463S: Sustainable Marketing Management, 6 op**

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opettajat:** Jouni Juntunen

**Opintokohteen kielet:** englanti

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

English.

**Ajoitus:**

Period B

**Osaamistavoitteet:**

Upon successful completion of the course, students will be able to explain the relation between the marketing discipline and the sustainability concept, distinguish between the different aspects of sustainable marketing in a global business setting, apply relevant theories and models of sustainable marketing to a real-life company case, and critically assess sustainable marketing strategies and activities and their value to business firms. Students are also able to act professionally in teams, express their ideas analytically and effectively in oral form.

**Sisältö:**

The course introduces the concept of sustainable marketing and connects it with the wider framework of the marketing discipline. Taking a global perspective, the course discusses the core environmental, social, and economic aspects of sustainability and their implications on the firms' partnerships and other relationships. The relevant theories and models of sustainable marketing will be explored, and sustainable marketing strategies and activities will be discussed in the context of a real-life company case.

**Järjestämistapa:**

Face-to-face teaching.

**Toteutustavat:**

Lectures (36 h), group work (44 h), individual article analyses (40 h), self-study (40 h).

**Kohderyhmä:**

Master's level students in marketing.

**Yhteydet muihin opintojaksoihin:**

The course is an independent entity and does not require additional studies carried out at the same time.

**Oppimateriaali:**

[F-M Belz and K Peattie, \(2012\) Sustainability Marketing: A Global Perspective](#) AND articles assigned by the lecturer. See further instruction from detailed course description on Noppa.

**Suoritustavat ja arviointikriteerit:**

Critical written coursework conducted in small groups, applying the theories in the analysis of a selected case-company and assignments on the lectures. See further instructions from detailed course description on the Noppa Study Portal.

**Arviointiasteikko:**

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

**Vastuuhenkilö:**

Dr. Jouni Juntunen and Waqar Nadem

**Työelämäyhteistyö:**

Teamwork and presentation skills based on case company examples. Visiting experts and/or company visits.

**Lisätiedot:**

The number of students is limited.

**721065S: Internship, 6 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Työharjoittelu

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opintokohteen kielet:** englanti

**Laajuus:**

6 credits / 160 hours of work

**Ajoitus:**

Free

**Osaamistavoitteet:**

The internship offers the students the opportunity to learn how to solve problems and to learn organizational tasks and responsibilities related to their major subject. Furthermore, the internship supports students to establish relationships to both working colleagues and business management and develops their communication skills within the organization and its network. The internship offers the students the possibility to develop their skills how to apply their knowledge in working environment and to increase their competence.

**Sisältö:**

The content is made up of the job description which is related to the student's major subject and which is provided by the organization where the internship will be accomplished. To be eligible for advanced level internship, the student should work either in a managerial position or as an independent specialist who has a responsible position with a possibility to use organizational resources.

**Toteutustavat:**

The student will work under the supervision of the internship instructor appointed by the company. First, student should contact lecturer Sauli Pajari to agree on the practicalities and documentation of the internship. Upon completion of the internship the student reflects and describes the internship period in the

written report (8-10 pages) which will be returned with a weekly diary and a copy of the employment certificate to Sinikka Moilanen and Sauli Pajari.

The written report should be 8-10 pages and contain:

1. Description of the organization/company where the internship was completed
2. Description of the tasks, responsibilities and working methods during the internship
3. Description of how the tasks and responsibilities relate to the other functions of the organization
4. Description of how the internship relates to future career plans
5. Business development ideas for the Internship organization
6. Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
  - A description of the organization/company where the internship was completed.
  - A detailed description of the tasks, responsibilities and working methods during the internship.
  - Description of how the tasks and responsibilities relate to the other functions of the organization.
  - Reflection on what was learned during the internship, how the learning relates to what has been learned earlier in the bachelor's and master's studies, and connecting the learning to theoretical concepts of the discipline.
  - Description of how the internship relates to future career plans.

**Kohderyhmä:**

Students of the OBS Master's programmes

**Esitietovaatimukset:**

Completed bachelor's studies.

**Yhteydet muihin opintojaksoihin:**

No

**Suoritustavat ja arviointikriteerit:**

Written internship report

**Arviointiasteikko:**

Pass/Fail

**Vastuhenkilö:**

Sauli Pajari and Sinikka Moilanen

**Työelämäyhteistyö:**

The student will work in an organization improving professional skills related to the major subject and developing business knowledge (and personal network).

**Lisätiedot:**

The internship is an elective course. Internship may also be a business development case or other relevant project (e.g. Demola/Business Kitchen), which needs to be accepted following the general process described above.

**721336S: Erikoisaihe, 6 op**

**Opiskelumuoto:** Syventävät opinnot

**Laji:** Opintojakso

**Vastuuyksikkö:** Oulun yliopiston kauppakorkeakoulu

**Arvostelu:** 1 - 5, hyv, hyl

**Opintokohteen kielet:** suomi

**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**

6 credits / 160 hours of work

**Opetuskieli:**

Varies depending on the way of completion.

**Ajoitus:**

Free.

**Osaamistavoitteet:**

If taken as an individual research assignment, upon completion the students demonstrate knowledge of the theories, concepts, frameworks and empirical findings of chosen discipline and they are able to identify and solve relevant problems, and make critical judgments based on them.

**Sisältö:**

Varies depending on individually agreed on assignment.

**Järjestämistapa:**

It may be, but is not limited to (1) An advanced level course passed in another university having different contents than those courses offered in the student's program, but otherwise fitting the structure of the studies. If necessary the course may be supplemented with additional tasks. (2) An essay/learning diary of about 20 pages, the requirements of which are agreed on in advance with the person responsible of the course within the major subject. (3) Ad hoc –course organized by OBS (4) A discipline-based business development case or other relevant project (e.g. Demola/Business Kitchen).

**Toteutustavat:**

Varies on the basis of individually agreed on assignment.

**Kohderyhmä:**

Students of OBS's Master's Programs

**Esitietovaatimukset:**

No

**Yhteydet muihin opintojaksoihin:**

No

**Oppimateriaali:**

To be agreed on with the person responsible of the course within the major subject

**Suoritustavat ja arviointikriteerit:**

Assessment is based on the learning outcomes of the course and the Master's program. Method varies depending on the individually agreed on assignment.

**Arviointiasteikko:**

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

**Vastuhenkilö:**

To be named by major subjects.

**Työelämäyhteistyö:**

Depends on the individually agreed on assignment.

**Lisätiedot:**

The number of students is limited.