

Opasraportti

Open University - Business, administration and law (2018 - 2019)

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

ay724104P: Bookkeeping and Financial Reporting (OPEN UNI), 5 op

ayA633707: Economics and Business Administration, Basic Minor Studies (OPEN UNI), 25 op

e

ay724109P: Investment Decisions (OPEN UNI), 5 op

ay724105P: Management Accounting (OPEN UNI), 5 op

ay724106P: Principles of Marketing (OPEN UNI), 5 op

ay724103P: Strategic Management (OPEN UNI), 5 op

ay724110P: Introductory Economics (OPEN UNI), 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

ay724104P: Bookkeeping and Financial Reporting (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Huikari, Juha Antti

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period B-C (1st year)

Learning outcomes:

After the course completion the student will be able to handle the main principles of double-entry bookkeeping. In addition, student is able to recognize the most common - in practise used - solutions, which are related in using the principles of bookkeeping and financial reporting. Student can also contextually define the essential items of the financial statements.

Contents:

The different accounts of the current record of accounting, booking the value added tax, payment of wages and booking the equity and current liabilities will be discussed. Financial reporting -part of the course comprises accrual accounting, depreciations, provisions, accrual concept of income taxes and assessing the asset items and capital instalments.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

20 h lectures, 40 h exercises and 73 h self-study

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:

[Ihantola & Leppänen: Yrityksen kirjanpito - perusteet ja sovellusharjoitukset. \(Latest edition\).](#)

Other material announced during the lectures.

Assessment methods and criteria:

Examination based on lectures, exercises and course literature.

Grading:

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

Person responsible:

University Teacher Juha Huikari.

Working life cooperation:

The content of the course is directly applicable into working life. After the course completion student understands the essential relations between bookkeeping and financial statement and the formation of income statement and balance sheet (FAS=Finnish accounting standards).

Other information:

The number of students is limited.

ayA633707: Economics and Business Administration, Basic Minor Studies (OPEN UNI), 25 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

A633707 Economics and Business Administration, Basic Minor Studies 25.0 op

e

ay724109P: Investment Decisions (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Mirjam Lehenkari

Opintokohteen kielet: Finnish

Leikkaavuudet:

724109P Investment Decisions 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period B (2nd year)

Learning outcomes:

The course is an introduction to the theory and practice of capital budgeting. Upon successful completion of the course, the student will be able to evaluate the profitability of an investment project using various capital budgeting techniques.

Contents:

1) the most common capital budgeting techniques, 2) determining the appropriate discount rate for a project, 3) scenario and sensitivity analyses, 4) capital budgeting in practice

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Lectures (36 h), self-study (94 h), exam (3 h)

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

[Ross, Westerfield & Jordan: Fundamentals of Corporate Finance \(4th or later edition\) / Corporate Finance Fundamentals, Irwin/McGraw-Hill](#)

Assessment methods and criteria:

Faculty examination

Grading:

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

Person responsible:

Postdoctoral researcher Mirjam Lehenkari

Working life cooperation:

Upon successful completion of the course, the student will be able to apply the tools that financial managers need when making their investment decisions.

Other information:

The number of students is limited.

ay724105P: Management Accounting (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724105P Management Accounting 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

English (course is lectured separately in Finnish and in English).

Timing:

Period A (2nd year)

Learning outcomes:

After passing the course, the student knows the basic cost concepts and the elements of cost accounting systems. Students are also able to apply the basic cost information in the company's decision making and explain which costs should be included in these calculations under different circumstances.

Contents:

Theoretical framework for understanding cost accounting, cost concepts, cost recording, different product costing methods, cost-volume-profit analysis, using cost accounting information in decision making.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

20 h lectures, 16 h exercises and independent reading of study materials (97 hours).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

[Drury, C.: Management and cost accounting, 7th or 8th ed. Cengage Learning EMEA. Chapters 1-11 \(8th ed.\);](#)

Supplementary material: [Järvenpää, M.- Lämsiluoto, A - Partanen, V. – Pellinen, J.: Talousohjaus ja kustannuslaskenta, WSOYpro, chapters 1-8.](#)

Assessment methods and criteria:

Lectures and literature examination.

Grading:

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

Person responsible:

Professor in Management Accounting.

Working life cooperation:

Understanding of management accounting systems is typically an important part of work for graduates in economics and business administration and an essential part of occupations like management accountant or controller.

Other information:

The number of students is limited.

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Satu Nätti

Opintokohteen kielet: Finnish

Leikkaavuudet:

724106P Principles of Marketing 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period C (1st year).

Learning outcomes:

Upon completion of this course, students are able to define the role of marketing in the organization, likewise define basic concepts of marketing (customer perceived value, value creation process, value-based market analysis and strategy, segmenting, targeting and marketing mix, for example). After completing this course, the student is able to differentiate variety of marketing logics in variety of contexts (for example, differences between consumer marketing and B-to-B marketing). The student is able to use concepts of marketing to aid decision making and evaluate the suitability of these decisions from customer viewpoint.

Contents:

During the course, following themes will be discussed: 1) Basic concepts and phenomena: e.g., value creation in customer relationships and marketing in different contexts, 2) Strategic tools of marketing and latest trends 3) Basics of consumer behavior, 4) Marketing and sustainable development, 5) B-to-B marketing and sales, 6) integrated marketing communications, 7) Digital marketing, 8) Distribution channels.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

36 hours of lectures and visiting lecturer presentations, group-based business simulation and related group's learning diary (20h), independent reading of the textbook and articles (77 h). This course can be passed by doing weekly learning assignments OR an exam.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:

[Kotler, P & Armstrong, G. \(2013\), Principles of marketing, 15th ed.](#)

Assessment methods and criteria:

Group work (business simulation) and exam OR weekly learning assignments.

Grading:

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

Person responsible:

Professor of Marketing Satu Nätti and Doctoral Student Outi Keränen.

Working life cooperation:

Upon completion of this course, the student recognizes the meaning of customer-orientation in organizations and in one's individual actions and professional development. Group work (business simulation) gives wide view on organization entity and activities, likewise understanding of the link between decision making, customer experience and consequent profitability of organization.

Other information:

The number of students is limited.

ay724103P: Strategic Management (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opettajat: Sari Laari-Salmela, Anniina Rantakari

Opintokohteen kielet: Finnish

Leikkaavuudet:

724103P Strategic Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period A (2nd year).

Learning outcomes:

After the course students understand the purpose of the different schools of strategic management and recognize the role of the represented viewpoints in organizations' strategy formation. Students are able to define the core concepts of strategic management and analyze the relations between strategy, markets and operations.

Contents:

The course aims at analyzing how we could 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.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

Intensive contact learning with 18 hours of functional lectures with reflection (54 h) and with 18 hours of workshop sessions with cases (54 h). In addition, the students are required to independently read the course literature and prepare for the workshops (25 h). Further details will be provided by the responsible person in the first session.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

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.

Assessment methods and criteria:

Assessment will be based on group assignment and individual assignments based on the criteria presented during the course.

Grading:

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

Person responsible:

Sari Laari-Salmela and Anniina Rantakari

Working life cooperation:

The course develops abilities in reflective and critical thinking and writing. These skills form the core in strategic thinking. Making learning and thinking visible enables the activities of both oneself and the organization to be examined critically and developed.

Other information:

The number of students is limited.

ay724110P: Introductory Economics (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: University of Oulu, Open University

Arvostelu: 1 - 5, pass, fail

Opetus suunnattu: University of Oulu, Open University

Opintokohteen kielet: Finnish

Leikkaavuudet:

724110P Introductory Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period A. It is recommended that students complete the course during the first autumn semester.

Learning outcomes:

After completing the course students (i) understand the basic concepts of economics and the rudiments of economic theory, (ii) can explain the determination of resource allocation and prices in a market economy, (iii) know how the aggregate economy operates in the short and long run, and (iv) how economic policy affects the Finnish economy and also the European economy.

Contents:

The course introduces students to the tools and ideas economics uses to describe and explain economic phenomena. The topics include:

- the long-term development of the Finnish and World economy
- basic ideas and principles of economics
- opportunity cost and comparative advantage
- market equilibrium: demand and supply
- how well does market economy work?
- firms and competition in market economy

- aggregate economic activity and its measurement
- business cycles
- monetary and fiscal policy
- economic growth

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 lectures including problem sets. Students are expected to do the problem sets on their own and familiarize themselves with the required and recommended materials (93 h). Mid-term exams (2) or Final exam (3 h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

This course is part of "Introduction to business studies" -module

Recommended or required reading:

Material posted at the webpage.

Textbook: [Acemoglu, D., Laibson D. and List, J.A., Economics, 2015](#)

and extra readings: [Timothy Taylor, The Instant Economist. Everything You Need to Know About How the Economy Works. 2012. A Plume Book \(Penguin\), New York NY.](#)

Robert P. Murphy, Lessons for the Young Economist. Ludvig von Mises Institute 2010; http://mises.org/books/lessons_for_the_young_economist_murphy.pdf

Assessment methods and criteria:

Final Exam.

Grading:

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

Person responsible:

University lecturer Marko Korhonen

Working life cooperation:

Students learn relevant and useful facts about the operation of the markets, and the aggregate economy to an extent that they can reasonably utilize those facts and knowledge in the decision making of the business they are working at.

Other information:

The number of students is limited.