

# Opasraportti

## Open University - Business, administration and law (2020 - 2021)

### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

ay724820P: Boost to Entrepreneurship (OPEN UNI), 2 op  
 ay724610P: Contract and Company Law (OPEN UNI), 5 op  
 ayA633707: Economics and Business Administration, Basic Minor Studies (OPEN UNI), 25 op

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ay724105P: Management Accounting (OPEN UNI), 5 op  
 ay724110P: Introductory Economics (OPEN UNI), 5 op  
 ay724102P: Management and Organizations (OPEN UNI), 5 op  
 ay724104P: Bookkeeping and Financial Reporting (OPEN UNI), 5 op  
 ay724106P: Principles of Marketing (OPEN UNI), 5 op  
 ay724108P: Financial Markets (OPEN UNI), 5 op  
 ay724111P: Finnish Economy and Economic Policy (OPEN UNI), 5 op  
 ay724103P: Strategic Management (OPEN UNI), 5 op  
 ay724113P: Brand Marketing (OPEN UNI), 5 op  
 ay724201A: Internationalization (OPEN UNI), 5 op  
 ay724202A: Managing Multinationals (OPEN UNI), 5 op  
 ayA635802: Micro-entrepreneurship (OPEN UNI), 25 - 30 op

*Compulsory*

ay724840P: Introduction to Micro-entrepreneurship and Business in Micro-enterprises (OPEN UNI), 5 op  
 ay724841P: Agile Management Practices in Micro-enterprises (OPEN UNI), 5 op  
 ay724842P: Digital Sales and Marketing in Micro-enterprises (OPEN UNI), 5 op  
 ay724843P: Growth management and networks in micro-enterprises (OPEN UNI), 5 op  
 ay724845P: Micro-enterprises in Changing Operating Environments (OPEN UNI), 5 op  
 ay724844P: Competencies and Profitability in Micro-enterprises (OPEN UNI), 5 op

### Opintojaksojen kuvaukset

#### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**ay724820P: Boost to Entrepreneurship (OPEN UNI), 2 op**

**Voimassaolo:** 01.08.2019 -

**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 Perätalo

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

724820P Boost to Entrepreneurship 2.0 op

## **ay724610P: Contract and Company Law (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:** Pulkkinen Markku

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

724610P Contract and Company Law 5.0 op

**Voidaan suorittaa useasti:** Kyllä

### **ECTS Credits:**

5 credits / 133 hours of work

### **Language of instruction:**

Finnish

### **Timing:**

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

### **Learning outcomes:**

The course gives readiness to cope with different types of agreements. The student should be able to explain the origins of contracts and give an overview of the obligation commercial law and understand different types of contracts. To acquaint students with the law relating to the most common forms of business organizations especially companies and other partnerships.

### **Contents:**

The #meeting of minds# in negotiations. The main content is the role contracts in business and what special risks should be limited and avoid. The most common forms of business organizations.

### **Mode of delivery:**

Face-to-face teaching

### **Learning activities and teaching methods:**

Lectures and exercise lectures (20+12 h), case exercises, independent work (10 h), independent studying of the teaching material (33 h), independent studying of the textbooks (50 h). Exam (4 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:**

Hoppu, Esko - Hoppu, Kari: Kauppa- ja varallisuus oikeuden pääpiirteet WSOY, 13. painos Painovuosi: 2011 tai uudempi. Mähönen - Villa: Osakeyhtiöoikeus käytännössä, 2013 tai uudempi

### **Assessment methods and criteria:**

Lectures and case groups and independent studying of the textbooks.

### **Grading:**

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

### **Person responsible:**

Senior Lecturer, LL.M Markku Pulkkinen

**Working life cooperation:**

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**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***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:**

Finnish

**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.

**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

**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.

**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:**

**Ilmoittautuminen ja lisätiedot:** Pohjois-Pohjanmaan kesäyliopisto <https://www.ppkyyo.fi/fi/kauppatieteiden-sivuaineopinnot-perusopinnot-25-op-oy-aya633707/>

**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:**

Sivuaineopiskelijat ja avoimen yliopiston opiskelijat

**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](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:**

**Ilmoittautuminen ja lisätiedot:** Pohjois-Pohjanmaan kesäyliopisto <https://www.ppsy.fi/kauppatieteiden-sivuaineopinnot-perusopinnot-25-op-oy-aya633707/>

**ay724102P: Management and Organizations (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:**

724102P Management and Organizations 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits / 133 hours of work

**Language of instruction:**

Finnish

**Learning outcomes:**

Upon completion of the course, the student will be able to distinguish the concepts related to organization, organizing as well as managerial and entrepreneurial work. This understanding helps the student's ability to identify organizational processes in everyday work-life interventions and to list the possible change factors within a chosen organization. The student is also able to identify different kinds of organizations and can define the different principles of management styles. The student is able to understand various ongoing functions within organizations and their requirements for the organizations' management. The student understands the role of organizational development and learns to register the most essential challenges of management in the current organizations.

**Contents:**

The course covers the topics and questions of organizations and management, human organizing and processes as well as change management. The premises of the course are the traditional management schools of thought (scientific management, human relations school of thought, Hawthorne-studies, etc.) that the course goes through thoroughly. The course builds the newest questions of organizational theoretical approaches (change, processuality, etc.) on this understanding. In the course the students are introduced with the development of organizations and management, by presenting different organization types and management styles as well as the ways how those issues affect organization functioning.

**Mode of delivery:**

lectures, visiting lecturers, case-practices and group works.

**Learning activities and teaching methods:**

lectures (36 hours, including case-practices and group work of 9 hours), reading the course material (45 hours), preparation for the exam (52 hours).

**Recommended or required reading:**

Gareth Morgan (1997 tai uudempi). [Images of organization](#). London: Sage Publications.

Hannele Seeck (2012 tai uudempi). [Johtamisopit Suomessa](#). Helsinki: Gaudeamus.

Luentomateriaali.

**Assessment methods and criteria:**

Written exam of lectures and literature.

**Grading:**

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

**Other information:**

**Ilmoittautuminen ja lisätiedot:** Pohjois-Pohjanmaan kesäyliopisto <https://www.ppsy.fi/fi/kauppatieteiden-sivuaieopinnot-perusopinnot-25-op-oy-aya633707/>

**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 (1<sup>st</sup> 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.

**ay724106P: Principles of Marketing (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:** Satu Nätti

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

724106P Principles of Marketing 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ay724108P: Financial Markets (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2019 -

**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:**

724108P Financial Markets 5.0 op

**ECTS Credits:**

5 credits

**Language of instruction:**

Finnish

**Timing:**

Period 4

**Learning outcomes:**

The course is an introduction to the role and functions of financial markets and institutions. Upon successful completion of the course, the student will be able to describe the basic structure and operational principles of financial markets and to identify different types of financial instruments and their characteristics.

**Contents:**

1) the role of financial markets and institutions in the economy, 2) main types of financial assets, their properties, and basics of pricing, 3) stock markets, bond markets, markets for bank obligations, treasury securities markets, derivative markets, mutual funds, private equity

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Lectures (26 h), visiting lectures (10 h), self-study (94 h), exam (3h)

**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:**

[Pilbeam: Finance & Financial Markets \(3<sup>rd</sup> edition\), Palgrave Macmillan](#)

Other material announced during the lectures

**Assessment methods and criteria:**

Examination, lecture diaries

**Grading:**

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

**Person responsible:**

Prof. Juha-Pekka Kallunki

**Working life cooperation:**

General knowledge of the functions of financial markets and the various market participants

**Other information:**

The number of students is limited.

**ay724111P: Finnish Economy and Economic Policy (OPEN UNI), 5 op****Voimassaolo:** 01.08.2016 -**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:**

724111P Finnish Economy and Economic Policy 5.0 op

**ECTS Credits:**

5 credits / 133 hours of work

**Language of instruction:**

Finnish

**Learning outcomes:**

After the course the student is capable of outlining the economic history of Finland, to describe the position of Finland in the global economy and to evaluate the challenges of the Finnish economy now and the future. In addition, the student can describe the main features of the different areas in the Finnish economy.

**Contents:**

The course provides an overview of the Finnish economy and economic history, its current state and future development. The course deals with the activities of the Finnish economy and development, such as globalization, regional economy and general economic policy.

Lectures will include the following themes

1. The Finnish economy from the late 1800s to the early 2000s
2. Productivity and economic growth
3. Globalisation and Finland
4. Regional development and regional policy in Finland
5. Fiscal policy
6. Public economics and challenges of welfare state
7. Finance and economic development in communes
8. Innovations and innovation policy

**Mode of delivery:**

Face to face teaching

**Learning activities and teaching methods:**

36 h lectures, reading the course literature (93 h) and exam (4 h).

**Recommended or required reading:**

Announced by the lecturer.

**Assessment methods and criteria:**

Lecture- and literature examination and course assignments.

**Grading:**

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

**Other information:**

**Ilmoittautuminen ja lisätiedot:** Pohjois-Pohjanmaan kesäyliopisto <https://www.ppkyyo.fi/fi/kauppatieteiden-sivuaineopinnot-perusopinnot-25-op-oy-aya633707/>

### **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:** Anniina Rantakari, Sari Laari-Salmela

**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

**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:**

Online course

**Target group:**

University and Open University Students

**Prerequisites and co-requisites:**

Suosittelään ay724102P Johtajuus ja organisaatiot 5 op -opintojakson suorittamista.

**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.

Haastatteluvideot.

**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:**

Tutkijatohtori Anniina Rantakari ja tohtorikoulutettava Kaisa Vaviolahti

**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:**

Opintojakso on osa kauppatieteen kandidaatin tutkintoa (kauppatieteet, perusopinnot 60 op).

**Registration and more information:** <https://www oulu.fi/avoinyliopisto/node/202138>

**ay724113P: Brand Marketing (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

**ay724201A: Internationalization (OPEN UNI), 5 op****Voimassaolo:** 01.08.2019 -**Opiskelumuoto:** Intermediate Studies**Laji:** Course**Vastuuyksikkö:** University of Oulu, Open University**Arvostelu:** 1 - 5, pass, fail**Opetus suunnattu:** University of Oulu, Open University**Opintokohteen kielet:** English**Leikkaavuudet:**

724201A Internationalization 5.0 op

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Learning outcomes:**

Upon completion of the course, the students understand what an international business context is, and know the key drivers of internationalization and globalization. The students further understand dynamics of internationalization in both manufacturing and service sectors. The students are able to recognize and describe pros and cons of different international operation modes of firms. Finally, the students learn to compare and evaluate the international operation modes in specific decision-making situations for both multinational enterprises and small & medium sized enterprises.

**Contents:**

Following themes are covered in the course:

- (1) Introduction to the course: What, Why, How and Where of Internationalization: An Overview of Globalization ,
- (2) Regional Integration, Trading Blocs and Internationalization: Focus on European Union,
- (3) Internationalization of Industries and Service Sector,
- (4) Internationalization: Rules of the Game,
- (5) Internationalization Decision Making Process and Operation Modes,
- (6) Exporting and Licensing,
- (7) Franchising, and Management Contracts,
- (8) Contract Manufacturing, Project operation mode and Strategic Alliances,
- (9) Greenfield Investments and Acquisitions,
- (10) Operation Mode Combination and Changes.

**Mode of delivery:**

Online course

**Learning activities and teaching methods:**

The course is based on self-learning by the students based on the slides with detailed information, video links as well as relevant audio insights uploaded by the lecturer. Along with these, the students are recommended to read the course textbooks and relevant articles to enhance their learning.

**Target group:**

University and Open University Students

**Recommended or required reading:**

- Course Slides
- Welch, L, Benito, G & S Petersen, B. (2018). Foreign Operation Methods. Theory, analysis, strategy. Edward Elgar Publishing Ltd. Cheltenham. 2nd Ed.
- Dicken, P. (2015). Global Shift: mapping the changing contours of the world economy, 7th Edition. Sage.
- Relevant academic articles

**Assessment methods and criteria:**

3000 words individually written assignment on international operation mode(s) choice.

**Grading:**

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

**Person responsible:**

Ahmad Arslan and Samppa Kamara (Teaching Assistant)

**Working life cooperation:**

**Other information:**

**Registration and other information:** <https://www oulu.fi/avoinyliopisto/node/202320>

**ay724202A: Managing Multinationals (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2019 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** University of Oulu, Open University

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

**Opetus suunnattu:** University of Oulu, Open University

**Opintokohteen kielet:** English

**Leikkaavuudet:**

724202A Managing Multinationals 5.0 op

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Learning outcomes:**

Upon completion of the course, the student is able to understand different perspectives on multinational enterprises (MNEs) and recognize why MNEs exist, how they compete, and what is their impact on society. The student is able to analyze the role of cross-cultural management in MNEs as well as the differences between global and local context. The student pays attention to the diversified nature of MNEs and understands MNEs as networks. The student identifies ethical issues and corporate responsibility in MNEs.

**Contents:**

Managing Multinationals provides different theoretical perspectives on multinational enterprises (MNEs) and helps recognizing why MNEs exist, how they compete, and what their impact on society is. The course covers the following themes:

- 1) MNEs as actors in global economy,
- 2) Different perspectives to MNEs,
- 3) Changing MNEs (e.g. joint ventures, alliances, mergers and acquisitions),
- 4) Headquarter and subsidiary relationships,
- 5) MNEs as networks,
- 6) Cross-cultural management in MNEs and
- 7) MNEs in society.

**Mode of delivery:**

Online teaching.

**Learning activities and teaching methods:**

Reading packages, learning videos, questionnaires, essays.

**Target group:**

University and Open University Students

**Prerequisites and co-requisites:**

Basic studies in business.

**Recommended or required reading:**

[Forsgren, Mats \(2008\). Theories of the Multinational Firm;](#)

Article collection and lecture material provided in the course.

**Assessment methods and criteria:**

Assessment will be at two stages. The group works conducted related to each theme during the course will determine 1/3 of the grade and the final exam 2/3 of the grade. The assessment of the course unit is based on the learning outcomes of the course unit.

**Grading:**

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

**Person responsible:**

Lauri Haapanen ja Jan Hermes

**Working life cooperation:**

This course covers topics that students will face when being employed in multinational enterprise. Themes are illustrated using real-life cases, course also has several visitors from local MNEs providing with an insight how the

topics emerge in practice. Headquarters-subsidary game allows students to learn how decisions are made in MNEs.

**Other information:**

Opintojakson voi sisällyttää A633708 Kauppatieteiden sivuaineopinnot, aineopinnot 35 op -kokonaisuuteen.

**Registration and more information:** <https://www oulu.fi/avoinyliopisto/node/202321>

**ayA635802: Micro-entrepreneurship (OPEN UNI), 25 - 30 op**

**Voimassaolo:** 01.08.2020 -

**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:**

A635802 Micro-entrepreneurship 25.0 op

*Compulsory*

**ay724840P: Introduction to Micro-entrepreneurship and Business in Micro-enterprises (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724840P Introduction to Micro-entrepreneurship and Business in Micro-enterprises 5.0 op

**ay724841P: Agile Management Practices in Micro-enterprises (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724841P Agile Management Practices in Micro-enterprises 5.0 op

**ay724842P: Digital Sales and Marketing in Micro-enterprises (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724842P Digital sales and marketing in micro-enterprises 5.0 op

**ay724843P: Growth management and networks in micro-enterprises (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724843P Growth management and networks in micro-enterprises 5.0 op

**ay724845P: Micro-enterprises in Changing Operating Environments (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724845P Micro-enterprises in Changing Operating Environments 5.0 op

**ay724844P: Competencies and Profitability in Micro-enterprises (OPEN UNI), 5 op**

**Voimassaolo:** 01.08.2020 -

**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:**

724844P Competencies and Profitability in Micro-enterprises 5.0 op