

Opasraportti

Open University - studies at Oulu Business School (2017 - 2018)

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

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

ayA635001: Corporate Law, Basic Studies (OPEN UNI), 25 - 28 op

Compulsory

ay724610P: Contract and Company Law (OPEN UNI), 5 op

ay724612P: Labour law (OPEN UNI), 5 op

ay724614P: Tax Law II (OPEN UNI), 5 op

ay724613P: Tax Law I (OPEN UNI), 5 op

ay724611P: Marketing Legislation (OPEN UNI), 5 op

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

Compulsory

ay724110P: Introductory Economics (OPEN UNI), 5 op

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

ay724109P: Investment Decisions (OPEN UNI), 5 op

ay724105P: Management Accounting (OPEN UNI), 5 op

ay724103P: Strategic Management (OPEN UNI), 5 op

A633708: Economics and Business Administration, Intermediate Minor Studies, 35 op

Student selects either 7 courses (total 35 ECTS) or 5 courses (total 25 ECTS) and seminar (10 ECTS).

724201A: Internationalization, 5 op

724202A: Managing Multinationals, 5 op

724203A: Financial Statement Analysis, 5 op

724204A: Management Control, 5 op

724205A: Distribution and Retail Management, 5 op

724206A: Strategic Marketing Management, 5 op

724207A: Financial Decisions, 5 op

724209A: Monetary Economics, 5 op

724210A: Global Economics, 5 op

724050A: Bachelor's Thesis in Economics and Business Administration, 10 op

ayA633708: Economics and Business Administration, Intermediate Minor Studies (OPEN UNI), 35 op

A631401: Entrepreneurship, Basic Studies, 25 op

Choose five of the following courses (25 ECTS)

724811P: Entrepreneurship for Tomorrow, 5 op

724812P: Building Change Through Entrepreneurship, 5 op

724813P: Entrepreneurship in Action, 5 op

724814P: Introduction to Business Development, 5 op

724815P: Entrepreneurial Assignment, 5 op

724816P: Building Business Through Creativity and Collaboration, 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

Arvostelu: 1 - 5, pass, fail

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

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, obligatory and optional 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:

16 h lectures, 20 h exercises and 97 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:

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Other information:

The number of students is limited.

ayA635001: Corporate Law, Basic Studies (OPEN UNI), 25 - 28 op

Voimassaolo: 01.08.2012 -

Opiskelumuoto: Basic Studies

Laji: Study module

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

A635001 Corporate Law, Basic Studies 25.0 op

Ei opintojaksokuvauksia.

Compulsory

ay724610P: Contract and Company Law (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

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.

ay724612P: Labour law (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Leikkaavuudet:

724612P	Labour law	5.0 op	
ay721614A	Labour Law (OPEN UNI)	7.0 op	
721614A	Labour Law	7.0 op	

Voidaan suorittaa useasti: Kyllä

Ei opintojaksokuvauksia.

ay724614P: Tax Law II (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Leikkaavuudet:

724614P	Tax Law II	5.0 op
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Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

Finnish

Timing:

Period D

Learning outcomes:

The student knows the role of the tax politics and understands connections of taxation and economics.

Contents:

The course gives readiness to understand main structure of Finnish tax procedure and especially company taxation and company acquisition. To get acquainted with new tax practice and the most important new

tax prejudices. The difference between tax avoidance, tax aversion and tax planning. Current issues in tax policy.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

36 hours of lectures and independent studying of the textbooks.

Prerequisites and co-requisites:

Tax Law I

Recommended or required reading:

Myrsky & Räsänen: Verotusmenettely ja muutoksenhaku

Assessment methods and criteria:

Lectures and literature examination

Grading:

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

Person responsible:

Lecturer: Senior Lecturer Markku Pulkkinen

Other information:

The number of students is limited.

ay724613P: Tax Law I (OPEN UNI), 5 op

Voimassaolo: 01.06.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Leikkaavuudet:

724613P Tax Law I 5.0 op

Voidaan suorittaa useasti: Kyllä

Ei opintojaksokuvauksia.

ay724611P: Marketing Legislation (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

Opettajat: Pulkkinen Markku

Opintokohteen kielet: Finnish

Leikkaavuudet:

724611P Marketing Legislation 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

Finnish

Timing:

Period B

Learning outcomes:

The aim of the course is to illustrate the main legal aspects of marketing rules in Finnish and EU law.

Contents:

To achieve the aim the course will provide a general introduction presenting the legal sources that are relevant to marketing legislation. (antitrust regulations etc.); The course is intended to introduce students to basic legal structures and concepts in consumer marketing and business-to-business marketing, product liability, intellectual property rights. The course gives a practical knowledge of the law relating to procedure in solving disputes in marketing. The course gives a basic knowledge in domestic and EU marketing law and competition legislation.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

36 hours of lectures and independent studying of the textbooks.

Prerequisites and co-requisites:

None

Recommended or required reading:

Ämmälä, Tuula: Suomen kuluttajaoikeus (2006); Mäkinen - Paloranta - Pokela - Vuori: Markkinaoikeuden perusteet, 2. new edition 2006.

Assessment methods and criteria:

Lectures and literature examination

Grading:

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

Person responsible:

Lecturer: LL.M. Veijo Röntynen

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

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

A633707 Economics and Business Administration, Basic Minor Studies 25.0 op

Ei opintojaksokuvauksia.

Compulsory

ay724110P: Introductory Economics (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

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). 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:

Material posted at the webpage. Textbook: N. Gregory Mankiw ja Mark P. Taylor, Economics. 2014. 3. ed. Cengage Learning 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:

Professor Mikko Puhakka

Working life cooperation:

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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**Arvostelu:** 1 - 5, pass, fail**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 understand the basic concepts of marketing as part of the business system and society. The student is able to describe the role of marketing in any organization (company, non-profit organization, charity institution etc.) and its linkages to other organizational activities (units, strategy and other processes). Basic concepts of marketing and their linkages become familiar for the student (customer value, value based market analysis and strategy, segmenting, targeting, positioning and marketing mix). After completing this course the student is able to use different types of methods such as (market analysis) and concepts of marketing to aid decision making and evaluate the suitability of these decisions (effectiveness of the decisions) and is able to alter the decision making to yield better value from the customers. The student also realizes the role that marketing partakes in everyday actions in one's personal life and professional development.

Contents:

During the course, following themes will be discussed: 1) marketing as science and practice, 2) definitions of marketing 3) marketing strategy and analysis, 4) marketing mix, 5) segmenting, targeting and positioning, 6) marketing in different contexts, 7) market analysis and new product/service/idea/solution development, 8) distribution, 9) planning, implementation and control value based marketing processes

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

36 hours of lectures, exam (4h), independent reading of the textbook and articles (43 h), exercises (50 h) or learning assignments (50 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:

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

Assessment methods and criteria:

Examination and exercise.

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 Jari Salo.

Working life cooperation:

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Other information:

The number of students is limited.

ay724109P: Investment Decisions (OPEN UNI), 5 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

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

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) cash flow calculations, 3) determining the appropriate discount rate for a project, 4) sensitivity, scenario, and break-even analysis, 5) capital rationing, 6) leasing, 7) real options, 8) capital budgeting in practice, 9) mergers & acquisitions

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

lectures 36h, self-study 93h, exam 4h

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:

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Other information:

The number of students is limited.

ay724105P: Management Accounting (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

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

Timing:

Period C

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

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. Thomson Business Press, 5th ed. 2000 or newer. Chapters 1-13
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:

1-5.

Person responsible:

Professor in Management Accounting.

Working life cooperation:

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Other information:

The number of students is limited.

ay724103P: Strategic Management (OPEN UNI), 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Arvostelu: 1 - 5, pass, fail

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

Timing:

Period A (2nd year).

Learning outcomes:

After the course students understand the purpose of the different schools of strategic management and recognize their role in organizations' strategy formation. Students are able to define the core concepts of strategic management, analyze the relations between strategy, markets and operations, and are able to communicate strategies with clear market value.

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:

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Other information:

The number of students is limited.

A633708: Economics and Business Administration, Intermediate Minor Studies, 35 op

Voimassaolo: 01.01.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ayA633708 Economics and Business Administration, Intermediate Minor Studies (OPEN UNI) 35.0 op

Ei opintojaksokuvauksia.

Student selects either 7 courses (total 35 ECTS) or 5 courses (total 25 ECTS) and seminar (10 ECTS).

724201A: Internationalization, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Xiaotian Zhang

Opintokohteen kielet: English

Leikkaavuudet:

ay724201A Internationalization (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

English

Timing:

Period A (3rd year)

Learning outcomes:

Upon completion of the course, the students understand the basic concepts of entrepreneurship and are able to apply them in practice. The students have basic knowledge about the internationalization processes and are able to recognize and evaluate different international operation modes. The students recognize the basic aspects of strategic and financial planning in the context of SME internationalization. The students

are familiar with the culture differences in business context. The students are able to analyze business cases from the perspective of different foreign operation modes.

Contents:

The course consists of two modules - entrepreneurship and international business operations – introducing the basics of entrepreneurship and international business operation modes. The contents cover the concepts of business opportunity and business model, selling and pitching; exporting and importing, contractual and investment entry modes, e-business as a mode of international operation, and the role of venture capital in internationalization of SMEs. Content structure: Introduction and Instructions; Business opportunity and business model; Selling and Pitching; International Operation Modes; Internationalization Process; Venture Capital in Internationalization; Strategic Development in Internationalization; Cultural Differences and International Mindset; Summary.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

30 h lectures and case studies, 6h workshops and presentations, reflection (14 h), reading the course literature (40 h), preparing for the exam (40 h) and home-exam (3 h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:

This course is part of "Global perspectives"-module

Recommended or required reading:

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

Assessment methods and criteria:

Reflective learning diary, workshops, examination.

Grading:

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

Person responsible:

Xiaotian Zhang and Irina Atkova.

Working life cooperation:

Substance: learning the basic rules of business planning and international operations.

Skills: critical thinking, communication and presentation skills, information search and critical evaluation

Other information:

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

724202A: Managing Multinationals, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Lauri Haapanen

Opintokohteen kielet: English

Leikkaavuudet:

ay724202A Managing Multinationals (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

English

Timing:

Period B (3rd year)

Learning outcomes:

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

Contents:

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

Learning activities and teaching methods:

The course consist of compulsory lectures and visiting lecturers from industries (32h), headquarters-subsidiary game (4h), preparation for the lectures (9h), group works and exercises based on each course theme (40h), preparation for the exam, and independent study (44h) and home exam (4h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:

This course is part of "Global perspectives"-module

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 50% of the grade and the final home exam 50% 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 and 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-subsidiary game allows students to learn how decisions are made in MNEs.

Other information:

The number of students is limited.

724203A: Financial Statement Analysis, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Pasi Karjalainen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724203A Financial Statement Analysis (OPEN UNI) 5.0 op

721180P Financial Statement Analysis 5.0 op

721180A Financial Statement Analysis 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period D (3rd year)

Learning outcomes:

After this course student knows the content of financial statements and understands the main accounting principles in constructing financial statements. In the course student learns the difference between accrual-based –and cash-based accounting. Student understands different stages of financial statement analysis and recognizes main adjustments of the income statement and balance sheet items. The student can calculate and interpret different financial ratios describing profitability, leverage and liquidity of the firm. After this course the student can calculate and interpret the most commonly used market-based ratios. The student knows the main principles for establishment of cash flow statement, knows the content of the cash flow statements and is able to analyze cash flow based ratios. The student understands how different financial ratios are associated and how this information can be applied in the management decisions. Based on the financial statement information, the student recognizes the main leading signals of the firm's financial distress. During the course we practice basic principles for doing the long- and short-term financial planning. The student is able independently to construct large written financial statement analysis and presentation of the target company.

Contents:

The content of the firm's income statement, balance sheet and cash flow statements, main principles of the financial statement analysis, adjustments of the income statement and balance sheets items, calculation and interpretation of financial ratios, cash flow-based statements, main signals and stages of the firm's bankruptcy, tools for analyzing the connections of the ratios.

Mode of delivery:

Face to face teaching, group work and self-study.

Learning activities and teaching methods:

Lectures 20 h, exercises 16 h, exercises and assignment as a group work 97 h.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes)

Recommended optional programme components:

The course is part of "Analytical skills" -module.

Recommended or required reading:

[Salmi Ilari \(2012\). Mitä tilinpäätös kertoo? Edita Publishing Oy.](#)

[Yritystutkimus-neuvottelukunta: Yritystutkimuksen tilinpäätösanalyysi \(2005 tai uudempi\) Gaudeamus.](#)

Other material provided by the lecturer.

Assessment methods and criteria:

Exercises and assignment.

Grading:

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

Person responsible:

KTT Pasi Karjalainen

Working life cooperation:

The course increases student's capabilities to analyze the financial situation of the firm based on the financial statement- and other firm-specific information. During the course student learn to use Excel spreadsheet software to implement financial statement analysis and provide skills for group working. The course prepares students in working jobs in which employee should analyze firm's income statement, balance sheet and cash flow statements.

Other information:

The number of students is limited.

724204A: Management Control, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Sinikka Moilanen

Opintokohteen kielet: English

Leikkaavuudet:

721176A Management Control 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

English

Timing:

Period A (3rd year)

Learning outcomes:

Upon completion of the course students can define the basic structure of a management control system. They are thus able to describe the design and development needs of management control systems. They can also identify and discuss viewpoints to be taken into account controlling multinational operations. Students can also apply basic accounting control tools, such as budgets and variance analysis, to simple control problems.

Contents:

Management control system design and development, including ethical concerns of and cultural influences on management control systems. Budgets and standards, variance analysis, profit centre accounting and transfer pricing, performance measurement.

Mode of delivery:

Face-to-face teaching with materials and resources in Optima.

Learning activities and teaching methods:

Face-to-face teaching with integrated lectures and exercises 36 h, self-study 97 h. Lectures and exercises contain small cases and examples for illustrating theoretical concepts. Self-study includes theory-based analysis of case-based home assignments and calculations

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:

This course is part of "Global perspectives"-module

Recommended or required reading:

[Drury, C.: Management & Cost Accounting 7th Ed. 2008 \(Parts 4 & 5, pp. 346-591\), Cengage Learning EMEA;](#)

[Merchant, K. A. & Van der Stede, W. A.: Management control systems – performance measurement, evaluation and incentives, Prentice-Hall, 2nd Ed. 2007;](#)

other material defined by the responsible teacher;
lecture notes and exercises.

Assessment methods and criteria:

Students complete the course by completing case-based home assignments. The assessment of the course is based on the learning outcomes of the course unit, which means that in the home assignments they need to show both ability to describe theory in writing, and to apply basic control tools by calculations.

Grading:

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

Person responsible:

Lecturer Sinikka Moilanen.

Working life cooperation:

Students learn and rehearse basic calculations on budgeting, variance analysis and return on investment, which are the basic skills for accountants in organizations and relevant to understand for any business graduate. Case-based home assignments develop the students' ability to apply theoretical concepts in real-life situations in order to develop systems and solve problems.

Other information:

The number of students is limited.

724205A: Distribution and Retail Management, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Jari Juga

Opintokohteen kielet: Finnish

Leikkaavuudet:

721428A Retail Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period D (2nd year).

Learning outcomes:

Upon completion of this course the student knows the functions, flows and processes in distribution channels and can formulate distribution objectives within the context of current logistics and retail management. The student can assess the business concepts and formats of retail and understands the role of vertical and horizontal coordination in distribution channels. The student can identify dependencies of distribution activities and understands their impacts on competitiveness. The student has an understanding of the economic role and importance of distributive functions in society with a special view of sustainable business and economy.

Contents:

Structural, operational and social factors and models in distribution channels. Logistical activities, channel member roles and functions and retail models (e.g. franchising, cooperatives, e-commerce, multi-channel distribution). Functional inter-dependencies in distribution with illustrative examples.

Mode of delivery:

Face to face teaching

Learning activities and teaching methods:

36 h lectures, reading the course literature (54 h), assignments (40 h) and exam (3 h).

Target group:

Major students in economics and business administration

Recommended optional programme components:

The course is part of "Analytical skills" -module.

Recommended or required reading:

[Kautto, M., Lindblom A. & Mitronen, L.: Kaupan liiketoimintaosaaminen \(Talentum, 2008\)](#) and other learning material specified during lectures.

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.

Person responsible:

Professor Jari Juga

Working life cooperation:

Visiting experts from trade and industry elaborate on retail and logistics perspectives. Team work is used for practicing analytical skills in retail business management.

Other information:

The number of students is limited.

724206A: Strategic Marketing Management, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Waqar Nadeem

Opintokohteen kielet: English

Leikkaavuudet:

ay724206A Strategic Marketing Management (OPEN UNI) 5.0 op

721412P Product and Market Strategies 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

English

Timing:

Period B (3rd year)

Learning outcomes:

After having passed this course, students are able to identify the concepts and tools linked to strategic marketing management. The course improves students' ability to evaluate different market situations among industries and propose solutions to strategic product/market decisions. Furthermore, students are able to explain strategy at different levels; corporation, SBU & functional. Students are able to apply

concepts and tools of strategic marketing in global and local context that is, they understand the interdependency of macro- and microenvironments. In addition, students will develop and demonstrate analytical thinking skills by applying different marketing strategies in practice and solving real-life business problems in a case exercise guided by the problem based learning (PBL) method. Students will apply oral and written communication skills appropriate for business situations by working in small groups throughout the course, playing various roles of marketing professional and presenting their case report in written and oral form.

Contents:

Strategic marketing management as a concept and as a process of situation assessment, marketing strategies, strategy formulation, and an implementation plan. Concepts such as customer value, market analysis, branding, marketing communications, and business models will be discussed and applied.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

36 h face-to-face teaching, including group exercises and tutoring sessions, case exercise with both written and verbal part (53 h), case presentations (14 h) and independent reading of the textbooks and related material (20 h). During the course students will work in small groups and meet regularly in order to solve a marketing challenge proposed by the case company (case company is the same for all groups). Problem based learning (PBL) method will be applied and students play different roles to simulate tasks of the real life marketing professionals. Relating to these roles, students will write a learning diary (10 h). In the end of the course students will return a written report as a solution for the marketing challenge and present it to other students.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:

This course is part of "Global perspectives"-module

Recommended or required reading:

[Kotler, P., Keller, K., Brady, M., Goodman, M. & Hansen, T. \(2009 or newer\) Marketing Management](#) and other material named by the lecturer.

Assessment methods and criteria:

The written part of the case exercise will determine 70% and the verbal part 30% 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:

Waqar Nadeem and Hannu Torvinen.

Working life cooperation:

Through working with a real-life case throughout the course, the students adopt the expert role, and skills and tools for operating in consultative positions in strategic marketing area. Students get to practice their professional presentation and writing skills; displaying their key resolution to the real-life case problem in a convincing, interesting, and justified way. Students gain personal experience of specialized positions in a goal oriented project team.

Other information:

The number of students is limited.

724207A: Financial Decisions, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Mirjam Lehenkari

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724207A Financial Decisions (OPEN UNI) 5.0 op

ay721178P Fundamentals of Corporate Finance (OPEN UNI) 5.0 op

721178P Principles of Corporate Finance 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period C (2nd year)

Learning outcomes:

The course is an introduction to the theory and practice of capital structure decisions. Upon successful completion of the course, the student will be able to describe the most well-known capital structure theories and to identify factors that affect capital structure decisions in practice.

Contents:

1) short- and long-term financial planning, 2) cost of capital, 3) financial leverage, 4) capital structure theories, 5) capital structure decisions in practice, 6) dividend policy in theory and practice, 7) risk management and firm value

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;](#)

Other material announced during the lectures

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 capital structure and dividend decisions.

Other information:

The number of students is limited.

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Svento, Rauli

Opintokohteen kielet: Finnish

Leikkaavuudet:

721115P Theory of Money, Banking and Monetary Policy 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period A (3rd year)

Learning outcomes:

After the course the students are able to explain the concept of money, the role of money in the economy and the principles according to which the demand and supply of money and the interest rates are determined. The students can describe in a basic level the functioning of financial markets, financial institutions and the central bank. They are also able to compare the objectives, tools and mechanisms of monetary policy to each other, and evaluate the effects of monetary policy actions on money markets and the real economy. Completing the course enables students to understand and scrutinize the practical statements and news about the monetary policy issues and functioning of markets for money given in the public media.

Contents:

Financial systems; the concepts of money and financial markets, determination of interest rates, monetary and financial institutions, supervision of banking, central banks; tools, objectives and mechanisms of monetary policy, the connection between monetary policy and aggregate demand and supply.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

36 hours lectures, and independent reading of the textbooks and other material distributed during the course (94 h). Exam (3 h).

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes)

Recommended optional programme components:

This course is part of "Analytical skills" -module

Recommended or required reading:

[Mishkin, F.S.: The Economics of Money, Banking and Financial Markets, 10th ed. \(2013\), Pearson;](#)
[Howells, P. & Bain, K.: Economics of money, banking and finance: A European text, 4th ed. \(2008\), Prentice Hall;](#)

the appropriate parts from both of these;
 other material possibly announced during the lectures.

Assessment methods and criteria:

Examination based on the literature and lecture materials.

Grading:

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

Person responsible:

Professor Rauli Svento

Working life cooperation:

Students learn relevant facts about the operation of money and financial markets, banking, and the conduct of monetary policy 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.

724210A: Global Economics, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Matti Koivuranta

Opintokohteen kielet: English

Leikkaavuudet:

721218A Principles of International Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits/133 hours of work

Language of instruction:

English

Timing:

Period A (3rd year)

Learning outcomes:

After the course the student is capable of explaining the impact of international trade on the economy. In addition the student can compare different instruments of trade policy and their welfare effects. Furthermore the student understands basic functioning of foreign exchange markets.

Contents:

Topics of the course include the basic concepts of international trade including the more recent literature on imperfect competition and strategic behaviour. In addition the course introduces issues of trade policy and international macroeconomics, particularly foreign exchange markets.

Mode of delivery:

Contact teaching

Learning activities and teaching methods:

36 hours of lectures (including exercises) and 93 hours of independent reading of the textbooks. Mid-term exams or final exam.

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier modules (introduction to business studies, business processes and analytical skills)

Recommended optional programme components:

This course is part of "Global perspectives"-module

Recommended or required reading:

[Feenstra, R. ja A.M. Taylor \(2014\): International Economics, 3. painos](#); other material announced during the lectures.

Assessment methods and criteria:

Lectures and exercises, literature examination.

Grading:

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

Person responsible:

Dr. Marko Korhonen.

Working life cooperation:

The world economy impacts global business in increasingly significant ways. After the course students learn what are the impacts of international trade flows and international finance on the global business.

Other information:

The number of students is limited

724050A: Bachelor's Thesis in Economics and Business Administration, 10 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

10 credits / 267 hour of work

Language of instruction:

Finnish

Timing:

C-D (3rd year)

Learning outcomes:

Upon completion of bachelor thesis, the student is able to independently evaluate, write and comment scientific texts from chosen research field. In addition, S/he is able to synthesize and present findings, both in oral and in written form.

Contents:

The student will get familiar with preliminary material (in optima) before the seminar (during period B). S/he does the pre-task to define the preliminary idea of the research topic. Seminar groups are composed based on these deliverables and future master program of the student. Introductory lectures are organized in the beginning of January. Work in seminar groups starts at the same time. Student prepares one's own research plan and intermediate report according to schedule and agreed seminar procedures. Final report is presented during period D, and then student also act as an opponent for fellow student. Integrated studies are: 1) scientific data acquisition and data bases (organized by University Library, registration in weboodi). 2) In addition, typically course Research Communication in Economics (2 credits) is integrated. In that course skills related to writing and presenting are enhanced.

Mode of delivery:

Seminar group meetings and independent work

Target group:

Major students in economics and business administration

Recommended or required reading:

Material defined by the supervisor

Assessment methods and criteria:

Attendance in seminar group sessions according to course schedule and rules. Written and oral presentation of one's research. Acting as an opponent to fellow researcher. When the student is aiming at

a bachelor degree, a maturity test must be conducted where the knowledge of the research theme and skills in Finnish or Swedish are evaluated. Bachelor's thesis should be written and delivered according to the instructions of the faculty.

Grading:

1–5

Person responsible:

Mari Juntunen (Marketing), Tuija Lämsä (International Business Management), Juha Teirilä (Economics), Mirjam Lehenkari (Finance), Hannele Kantola (Accounting), Satu Nätti (Director of BSc Program)

Working life cooperation:

Capabilities for independent information acquisition, analysis and new knowledge production are focal work life skills for our graduates. In addition, throughout bachelor thesis seminar, student enhances their writing and presentation skills, likewise their capabilities to give constructive feedback.

Other information:

The number of students is limited.

ayA633708: Economics and Business Administration, Intermediate Minor Studies (OPEN UNI), 35 op

Voimassaolo: 01.08.2016 -

Opiskelumuoto: Intermediate Studies

Laji: Study module

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

A633708 Economics and Business Administration, Intermediate Minor Studies 35.0 op

Ei opintojaksokuvauksia.

A631401: Entrepreneurship, Basic Studies, 25 op

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Ei opintojaksokuvauksia.

Choose five of the following courses (25 ECTS)

724811P: Entrepreneurship for Tomorrow, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Anne Keränen

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5

Language of instruction:

English

Timing:

Period B

Learning outcomes:

Students develop skills for creative problem solving; students understand that entrepreneurial behavior can take place within many contexts (new ventures, associations, government agencies, and existing businesses); students are able to recognize and analyze business opportunities and social problems.

Contents:

The course outlines interdisciplinary skills that foster the creation of an entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in society. The focus is on entrepreneurial mindsets and what entrepreneurship requires from individuals and teams, especially from the "me/us as entrepreneur" standpoint. During the course students familiarize themselves with the role of business in society.

Mode of delivery:

Blended study methods including workshopping, face-to-face teaching, coaching and online assignments.

Learning activities and teaching methods:

Learning takes place by means of intensive lectures, visitor presentations and discussions, workshops and exercises both in class and in different places with real life entrepreneurship professionals.

Target group:

University students

Prerequisites and co-requisites:

No

Recommended optional programme components:

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

Recommended or required reading:

Articles and course specific material.

Assessment methods and criteria:

Assessment is based on learning diary type reflection reports prepared by the student based on course materials, lectures and meetings with entrepreneurship professionals.

Grading:

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

Person responsible:

Jan Hermes, Petri Ahokangas and Anne Keränen

Working life cooperation:

The course includes real life case examples and meetings with entrepreneurship practitioners. Students learn interdisciplinary skills that can be applied in real work life.

Other information:

no

724812P: Building Change Through Entrepreneurship, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Leikkaavuudet:

ay724812P Building Change Through Entrepreneurship (OPEN UNI) 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5

Language of instruction:

English

Timing:

Period C

Learning outcomes:

Students (1) understand the key terms, concepts and processes of entrepreneurship, (2) are able to analyze the feasibility and viability of a business opportunity, (3) know how to create a start-up, (4) understand the elements of marketing of a start-up, (5) know how to build a team and lead a start-up and (6) are able to reflect on the ethical and social impact of entrepreneurship.

Contents:

Introducing entrepreneurship, discovering opportunities, business planning, effective business model, ethical and social foundation, financial viability, acquiring financing, marketing issues, building a team, preparing for growth, strategies for growth

Mode of delivery:

Face-to-face teaching and coaching

Learning activities and teaching methods:

16 hours of lectures with reflection of lectures, 20 h workshops and preparing for the workshops, writing the assignment reports. The course includes lectures, study group work and individual work. In addition, the students are required to independently read course literature and prepare for the assignments (98 hours). Further details will be provided by the responsible persons in the first session.

Target group:

University students

Prerequisites and co-requisites:

No

Recommended optional programme components:

No

Recommended or required reading:

Barringer, B. & Ireland, D. (2012). Entrepreneurship: Successfully Launching New Ventures, 4 th Edition. Prentice Hall.

Assessment methods and criteria:

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

Grading:

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

Person responsible:

Vesa Puhakka and Anne Keränen

Working life cooperation:

The course includes workshops coaching on new business creation. In the workshops are analyzed real-life situations, designed solutions and practiced new business creation skills.

Other information:

No

724813P: Entrepreneurship in Action, 5 op**Voimassaolo:** 01.08.2017 - 31.12.2020**Opiskelumuoto:** Basic Studies**Laji:** Course**Vastuuyksikkö:** Oulu Business School**Arvostelu:** 1 - 5, pass, fail**Opettajat:** Niina Karvinen**Opintokohteen kielet:** English**Voidaan suorittaa useasti:** Kyllä**ECTS Credits:**

5

Language of instruction:

English

Timing:

Periods A-D

Learning outcomes:

Upon completion of the course, the students are able to apply the core competencies of his/her studies in a real life entrepreneurship context. Students are able to realize and start working with a business opportunity or social problem in practice to find a solution. The student will improve his/her entrepreneurial skills; multicultural group working, problem solving, communicating and presenting. Students choose one of the Business Kitchen's Programmes; Demola, Avanto Accelerator or Arctic Business Corridor to entrepreneurship in action course.

Contents:

In these studies students generally co-operate in workshops where they learn practical methods of entrepreneurship like business model creation and validation processes, lean methodology, marketing, branding, basic financial management and presenting ideas e.g. pitching.

Mode of delivery:

Face-to-face teaching and coaching.

Learning activities and teaching methods:

Bootcamps, workshops, group work, individual guidance. Most of the exercises are completed as group work (132 h).

Target group:

University students

Prerequisites and co-requisites:

No

Recommended optional programme components:

No

Recommended or required reading:

Materials vary according to the programme

Assessment methods and criteria:

Programme specific assessment that may include both group and individual assessment methods.

Grading:

The course utilizes grading scale "pass/fail"

Person responsible:

Minna Törmälä and Anne Keränen.

Working life cooperation:

The programs of this course are run in close co-operation with relevant business partners or applied to practice. Students also learn practical entrepreneurship skills.

Other information:

The number of students is limited

724814P: Introduction to Business Development, 5 op

Voimassaolo: 01.08.2017 - 31.07.2021

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Antti Muhos

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5

Language of instruction:

English

Timing:

Period A

Learning outcomes:

Students are familiar with basic business concepts and theories in SME context. On successful completion of the course, students understand the business development process from opportunity recognition to a launch and development of a sustainable business. The students are able to identify basic business processes in practice.

Contents:

The course focuses on the basic concepts of SME business management and development including opportunity recognition, experimentation and testing of a new business idea, strategy, business model development and business planning, financing and planning and management of growth and change.

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

Face-to-face teaching including lectures, guest lectures, company visit/s and variable action-based learning methods (36h). Individual assignment (20h) and reading of course materials (76 h).

Target group:

Open to all.

Prerequisites and co-requisites:

No

Recommended optional programme components:

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

Recommended or required reading:

Selected readings from e.g.: Spinelli & Adams. 2012, 2016. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill, New York. Allen, K. 2012. New venture creation. South-Western. Moreover, additional materials are provided during the course.

Assessment methods and criteria:

Learning diary, group assignment/s

Grading:

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

Person responsible:

Adjunct professor Matti Muhos

Working life cooperation:

This course is designed as an integral part of entrepreneurship studies. This course will include real life case studies of established and emerging businesses by company visits.

Other information:

No

724815P: Entrepreneurial Assignment, 5 op

Voimassaolo: 01.06.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Sari Perätalo

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5

Language of instruction:

English

Timing:

Free. The schedule for the course is agreed on the individual basis.

Learning outcomes:

Upon completion of the course the students are familiarized with entrepreneurial activity in society and possess skills that help to solve entrepreneurial problems and make change. Students will have an insight into the diversity of entrepreneurship and gain understanding of the specific aspects of entrepreneurship.

Contents:

Studies are individually tailored upon acceptance by the course instructor. Students compile the course through participating in different entrepreneurship supporting activities. The students can for example participate in TellUs Innovation Arena boot camps, events or volunteering program. In addition students can include activities organized by other stakeholders (e.g. faculties, public organizations or third sector organizations). In addition, the students reflect their learning in a report.

Mode of delivery:

Face-to-face

Learning activities and teaching methods:

Individual and group work (132h). Teaching methods vary depending on the entrepreneurial project, event, workshop, etc. a student has participated in.

Target group:

University students

Prerequisites and co-requisites:

Student should have completed 724813P Entrepreneurship in action -course before taking this course.

Recommended optional programme components:

The course does not require additional studies carried out at the same time.

Recommended or required reading:

Reading materials are agreed individually with the responsible person.

Assessment methods and criteria:

Assessment is based on an individual report that a student is expected to deliver after participating in an entrepreneurship-related event, workshop, project, etc.

Grading:

The course utilizes verbal grading scale "pass/fail".

Person responsible:

Irina Atkova

Working life cooperation:

The course allows the students to gain first-hand entrepreneurial experience in various forms.

Other information:

No

724816P: Building Business Through Creativity and Collaboration, 5 op

Voimassaolo: 01.08.2017 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Anne Keränen

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5

Language of instruction:

English

Timing:

Period B

Learning outcomes:

Upon completion of the course, the student will be familiarized with concepts of learning, collaboration, creativity and emotions. The student will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyze emotions, such as uncertainty, frustration, enthusiasm and joy alone and in teams. The students will produce a piece of art as an outcome of the course workshops, and organize and host an art exhibition together.

Contents:

The method of this course is based on studio pedagogy. In practice the course employs creative collaborative methods to learn and experience entrepreneurship through art. This process enables outside of the -box thinking, creative propositions and getting to know multidisciplinary team members through concrete learning -by doing approach. Art is used as an illustration, as materials for case studies, and as a place to work and develop business oriented thinking. The art world is a new 2 metaphor to describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams. More information from the concept behind the course can be found from <http://improbable.strikingly.com/>

Mode of delivery:

Face-to-face sessions and workshops

Learning activities and teaching methods:

Producing a piece of art and presenting it in an exhibition together with others (36 hours). Reflecting the learning experiences in a personal learning diary during the course (30 hours). Reading course materials (66 hours).

Target group:

Open to all

Prerequisites and co-requisites:

No

Recommended optional programme components:

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

Recommended or required reading:

Materials provided during the course

Assessment methods and criteria:

Compulsory participation and commitment to the teamwork. Learning diary assessment.

Grading:

The course utilizes verbal grading scale "pass/fail"

Person responsible:

Johanna Bluemink

Working life cooperation:

Students learn practical entrepreneurial skills through artistic process.

Other information:

The number of students is limited