

Opasraportti

OBS - Minor subject, Economics and Business Administration (2017 - 2018)

A633707 Economics and Business Administration, Minor subject 25 ECTS

The student can sign up to the courses directly in WebOodi. Please note, that the language of instruction is Finnish.

- 724103P Strategic Management (Minor Student and Open University), 5 op (period 2)
- 724105P Management Accounting (Minor Student and Open University), 5 op (period 4)
- 724106P Principles of Marketing (Minor Student and Open University), 5 op (period 1)
- 724109P Investment decisions (Minor Student and Open University), 5 op (period 3)
- 724110P Introductory Economics (Minor Student and Open University), 5 op (period 3)

A633708 Economics and Business Administration, Intermediate studies 35 ECTS

Admission through in WebOodi Mo 7.5. at 8.30 a.m. - Fri 11.5. at 4.00 p.m. Please note, that the language of instruction is Finnish.

A student chooses five courses of the following and the thesis or seven courses:

- 724050A Bachelor's Thesis in Economics and Business Administration, 10 ECTS

International Business Management:

- 724201A Internationalization, 5 ECTS
- 724202A Managing Multinationals, 5 ECTS

Accounting:

- 724203A Financial Statement Analysis, 5 ECTS
- 724204A Management Control, 5 ECTS

Marketing:

- 724205A Distribution and Retail Management, 5 ECTS
- 724206A Strategic Marketing Management, 5 ECTS

Finance:

- 724207A Financial Decisions, 5 ECTS
- 724208A Portfolio Theory, 5 ECTS

Economics:

- 724209A Monetary Economics, 5 ECTS
- 724210A Global Economics, 5 ECTS

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A633707: Economics and Business Administration, Basic Minor Studies, 25 op

Choose at least 25 credits of the following courses

724103P: Strategic Management, 5 op

724105P: Management Accounting, 5 op

724106P: Principles of Marketing, 5 op

724109P: Investment Decisions, 5 op

724110P: Introductory Economics, 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

Opintojaksosten kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

A633707: Economics and Business Administration, Basic Minor Studies, 25 op

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

Leikkaavuudet:

ayA633707 Economics and Business Administration, Basic Minor Studies (OPEN UNI) 25.0 op

Ei opintojaksokuvauksia.

Choose at least 25 credits of the following courses

724103P: Strategic Management, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Anniina Rantakari, Sari Laari-Salmela

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724103P Strategic Management (OPEN UNI) 5.0 op

721519P Business Management 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period A (2nd year).

Learning outcomes:

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

Contents:

The course aims at analyzing how we could model organizational change processes involving genuine uncertainties, and, at the same time, model individuals and organizations as being able to make strategic choices. The purpose of this course is twofold: First, the aim is to introduce the basic concepts, historical developments and schools of strategic management. Second, the course explores the contemporary developments in strategic thinking.

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

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

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

[Johnson, G., K. Scholes & R. Whittington. Exploring corporate strategy \(Prentice Hall\);](#)

[Mintzberg, H., B. Ahlstrand & J. Lampel. Strategy safari: the complete guide through the wilds of strategic management \(Prentice Hall/Financial Times\);](#)

Article collection.

Assessment methods and criteria:

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

Grading:

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

Person responsible:

Sari Laari-Salmela and Anniina Rantakari

Working life cooperation:

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

Other information:

The number of students is limited.

724105P: Management Accounting, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Kristiina Henttu-Aho

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724105P Management Accounting (OPEN UNI) 5.0 op

721172P Management Accounting 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

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

Timing:

Period A (2nd year)

Learning outcomes:

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

Contents:

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

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

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

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

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

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

Assessment methods and criteria:

Lectures and literature examination.

Grading:

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

Person responsible:

Professor in Management Accounting.

Working life cooperation:

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

Other information:

The number of students is limited.

724106P: Principles of Marketing, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Satu Nätti

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724106P Principles of Marketing (OPEN UNI) 5.0 op

ay721409P Principles of Marketing (OPEN UNI) 5.0 op

721409P Principles of Marketing 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period C (1st year).

Learning outcomes:

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

Contents:

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

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

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

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

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

Recommended or required reading:

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

Assessment methods and criteria:

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

Grading:

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

Person responsible:

Professor of Marketing Satu Nätti and Doctoral Student Outi Keränen.

Working life cooperation:

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

Other information:

The number of students is limited.

724109P: Investment Decisions, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Mirjam Lehenkari

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724109P Investment Decisions (OPEN UNI) 5.0 op

ay721178P Principles of Corporate Finance 5.0 op

721178P Corporate Finance 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

Period B (2nd year)

Learning outcomes:

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

Contents:

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

Mode of delivery:

Face-to-face teaching

Learning activities and teaching methods:

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

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

Earlier module (introduction to business studies)

Recommended optional programme components:

This course is part of "Business Processes" -module

Recommended or required reading:

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

Assessment methods and criteria:

Faculty examination

Grading:

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

Person responsible:

Postdoctoral researcher Mirjam Lehenkari

Working life cooperation:

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

Other information:

The number of students is limited.

724110P: Introductory Economics, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opettajat: Marko Korhonen

Opintokohteen kielet: Finnish

Leikkaavuudet:

ay724110P Introductory Economics (OPEN UNI) 5.0 op

721211P Principles of Economics 10.0 op

721210P Principles of Economics 5.0 op

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits / 133 hours of work

Language of instruction:

Finnish

Timing:

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

Learning outcomes:

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

Contents:

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

- the long-term development of the Finnish and World economy
- basic ideas and principles of economics
- opportunity cost and comparative advantage
- market equilibrium: demand and supply
- how well does market economy work?
- firms and competition in market economy
- aggregate economic activity and its measurement
- business cycles
- monetary and fiscal policy
- economic growth

Mode of delivery:

Face-to-face teaching.

Learning activities and teaching methods:

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

Target group:

Major students in economics and business administration

Prerequisites and co-requisites:

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Recommended optional programme components:

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

Recommended or required reading:

Material posted at the webpage.

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

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

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

Assessment methods and criteria:

Final Exam.

Grading:

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

Person responsible:

University lecturer Marko Korhonen

Working life cooperation:

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

Other information:

The number of students is limited.

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-subsidary 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-subsidary 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	Principles of Corporate Finance	5.0 op
721178P	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.

724209A: Monetary Economics, 5 op

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.