

# Opasraportti

## Oulu Business School - Bachelor of Science in Economics and Business Administration (BSc) 2014-2015 (2014 - 2015)

The new **BSc curriculum** will consist of a balanced amount of business and economics studies (management and international business, accounting, finance, marketing and economics). After graduating from the generalized BSc program students continue to the MSc program with a chosen specialization. Based on the regional and national stakeholder feedback and from the present work life viewpoint in general, a wide understanding of different aspects of business is needed as a basis for developing our students' expertise. The renewed BSc program structure enables a more generalist and interdisciplinary approach which we believe will improve our students learning and therefore also their employment prospects.

Our mission emphasizes cooperation with the scientific community, business partners and society. Our BSc program enables constant interaction between theory and practice that occurs in our teaching for instance through: professionally qualified faculty members, visiting teachers from other scientific communities, companies and organizations, constant feedback from our stakeholders and their participation in developing our curriculum, and alumni activities. In addition, our students participate actively in local business life by conducting projects and theses in cooperation with local companies, as a response to which their learning is also applied to real-life context to increase the practical relevance of our teaching and to contribute to the local business community.

Most of the studies in our B.Sc. program are in Finnish. One module of (Global Perspectives, 25 ects) will be lectured in English.

### Course Structure Diagram in 2014-2015

[BSc \(Econ. & Bus. Adm.\) in Economics and Business Administration](#)

### Additional information

[Education page of the University](#)

### Degree structure

724011Y Orientation Course for New Students	3
806116P Statistics for Economic Sciences	5
802158P Mathematics for Economic Sciences	7
Obligatory Finnish language and communication studies	5
Obligatory Swedish language studies	4
Obligatory language studies	11

### Major studies

Basic studies, 60 ECTS:

724610P	Contract and Company Law	5	5
724101P	Company Project		5
or			
724100P	Practical Training		

*International business and management*

724102P	Organizations and Management	5	
724103P	Strategic Management		5

*Accounting*

724104P	Bookkeeping and Financial Reporting	5	
724105P	Management accounting		5

*Marketing*

724106P	Principles of Marketing	5	
724107P	Practices in Marketing		5

*Finance*

724108P	Financial Markets		5
724109P	Investment Decisions	5	

*Economics*

724110P	Introductory Economics		5
724111P	Finnish Economy and Economic Policy	5	

Intermediate studies 60 ECTS:

724050A Bachelor's Thesis 10

International business and management

724201A	Internationalization		5
724202A	Managing multinationals	5	

*Accounting*

724203A	Financial Statement Analysis	5	
724204A	Management control		5

*Marketing*

724205A	Distribution and Retail Management	5	
724206A	Strategic marketing management		5

*Finance*

724207A	Investment Decisions	5	
724208A	Portfolio theory		5

*Economics*

724209A	Monetary Economics	5	
724210A	Global Economics		5

## Minor studies, 25 ECTS

# Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

724050A: Bachelor's Thesis in Economics and Business Administration, 10 op  
 723020A: Bachelor's Thesis in International Business, 10 op  
 724104P: Bookkeeping and Financial Reporting, 5 op  
 724101P: Company Project, 5 op  
 724610P: Contract and Company Law, 5 op  
 724205A: Distribution and Retail Management, 5 op  
 724207A: Financial Decisions, 5 op  
 724108P: Financial Markets, 5 op  
 724203A: Financial Statement Analysis, 5 op  
 724111P: Finnish Economy and Economic Policy, 5 op  
 724210A: Global Economics, 5 op  
 724201A: Internationalization, 5 op  
 724110P: Introductory Economics, 5 op  
 724109P: Investment Decisions, 5 op  
 721612P: Labour Law, 5 op  
 724105P: Management Accounting, 5 op  
 724204A: Management Control, 5 op  
 724202A: Managing Multinationals, 5 op  
 724611P: Marketing Legislation, 5 op  
 802158P: Mathematics for Economic Sciences, 7 op  
 724209A: Monetary Economics, 5 op  
 724102P: Organizations and Management, 5 op  
 724011Y: Orientation Course for New Students, 3 op  
 724100P: Practical Training, 5 op  
 724107P: Practices in Marketing, 5 op  
 724106P: Principles of Marketing, 5 op  
 721517A: Seminar / Bachelor's Thesis in Management, 10 op  
 721156A: Seminar in Accounting, 10 op  
 721230A: Seminar in Economics, 10 op  
 721924A: Seminar in Finance, 10 op  
 721418A: Seminar in Marketing, 10 op  
 806116P: Statistics for Economic Sciences, 5 op  
 724103P: Strategic Management, 5 op  
 724206A: Strategic Marketing Management, 5 op  
 724613P: Tax Law I, 5 op  
 724614P: Tax Law II, 5 op

## Opintojaksojen kuvaukset

### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

**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

Ei opintojaksokuvauksia.

## **723020A: Bachelor's Thesis in International Business, 10 op**

**Voimassaolo:** 01.08.2008 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pia Hurmelinna-Laukkanen

**Opintokohteen kielet:** English

### **ECTS Credits:**

10 ects.

### **Language of instruction:**

English.

### **Timing:**

Autumn and spring semester/periods B, C and D.

### **Learning outcomes:**

Upon completion the student will be able to write, comment and evaluate scientific research. The students are able to choose and critically evaluate research materials, data and documents. They are able to analyze and interpret scientific research and discuss and make conclusions from the gathered information and data. The students are able to orally present and report in writing the implementation and results of their own study.

### **Contents:**

During the course, basic requirements for goal-oriented, scientific study and methods of conducting research are introduced together with practical tips on how to write scientific research reports. Further, students will be introduced to the information gathering in the university library, and will be guided in the use of various data sources. During the course the students practice research, writing, and presentation skills through writing and presenting a research paper on independently chosen international business topic.

### **Mode of delivery:**

Face-to-face teaching. Additionally the students need to work independently on their own study and thesis report and participate in the group presentation sessions.

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

The following working methods are applied: Lectures, information skills training in the library, analysis of a previously written bachelor's thesis, writing a topic analysis paper, writing a final seminar report, oral presentation of the research report, acting as an opponent and commenting other student's research report.

### **Target group:**

Students with International Business as the major subject.

### **Prerequisites and co-requisites:**

Basic studies in International Business are a necessary prerequisite and some intermediate level studies a recommended prerequisite.

### **Recommended optional programme components:**

The Finnish speaking students should complete the Bachelor's Thesis in International business-course and Finnish language course 900056A Taloustieteen tutkimusviestintä 2 ECTS simultaneously. The guidance related to Finnish language and the scientific writing will be given by the teacher of the Taloustieteen tutkimusviestintä -course.

### **Recommended or required reading:**

Ghauri, P. & Groenhaug, K. (2005). Research Methods in Business Studies: A Practical Guide. Pearson Education.

Additional articles will be given during the course.

Check availability from [here](#).

**Assessment methods and criteria:**

Assessment is based on activity of participation in the seminar (lectures, final seminars), the final written research report (the scientific quality of the report), acting as an opponent (capability of providing constructive criticism, in particular), and self-assessment conducted by the students. When the seminar report is published as a Bachelor's thesis, it must be published in a hard cover format according to the instructions of the Faculty and the student is required to pass a maturity examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

1-5.

**Person responsible:**

Pia Hurmelinna- Laukkanen and Anita Juho.

**Working life cooperation:**

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**Other information:**

Students from other majors, taking IB as a long minor (60 credits), may choose other intermediate and/or advanced level courses in IB (10 credits in total, at least) instead of this bachelor seminar.

The number of students is limited.

## 724104P: Bookkeeping and Financial Reporting, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Huikari, Juha Antti

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724104P Bookkeeping and Financial Reporting (OPEN UNI) 5.0 op

721171P Principles of Financial Accounting 5.0 op

**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.

**724101P: Company Project, 5 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** General Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Satu Nätti

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

721430A Firm Project in Marketing 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits/133 hours of work

**Language of instruction:**

Finnish

**Timing:**

Periods C-D (second year of studies)

**Learning outcomes:**

Upon completion of this course a student is able to plan and organize a development project originating from real life needs. Students are able to work in groups, identify and divide roles in their project work and apply project management skills to practical firm projects. Students are able to implement and solve a firm-based problem in a fixed schedule. In addition, a student is able to present and report different phases of the project orally and in writing and use project management software as a tool for describing, planning, follow-up and reporting on the project.

**Contents:**

The aim is to increase the student's understanding of implementation of business life originated projects. During the study unit the following areas are covered: project management skills, project planning, implementation, follow-up and reporting on the project.

**Mode of delivery:**

Face-to-face teaching and project work in groups.

**Learning activities and teaching methods:**

Preparation for and passing a pre-exam (30 h), introductory lectures and project management software exercises (12 h), planning, implementing, auditing and reporting (orally and in writing) on a business life originated project in groups (81 h). Individual reflection after project's completion (10 h).

**Target group:**

Major students in economics and business administration

**Prerequisites and co-requisites:**

Studies of module 1 and those studies of module 2 which are organized during fall of second year studies.

**Recommended optional programme components:**

This course is part of "Business Processes" -module

**Recommended or required reading:**

Book for the pre-examination: Risto Pelin (2002 or newer): Projektinhallinnan käsikirja, Projektijohtaminen Oy, Otavan Kirjapaino Oy, lecture material.

**Assessment methods and criteria:**

The assessment will happen at five stages: pre-exam (20%), project work (30%), project report and results for the commissioners (40%) and individual reflection (10%).

**Grading:**

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

In determining the assessment criteria the IPMA's (International Project Management Association) principles for good practices were considered.

**Person responsible:**

Program director Satu Nätti, university lecturer Saira Saraniemi, work life lecturer Sakari Nikkilä, university teacher Lauri Haapanen and university teacher Sauli Pajari.

**Working life cooperation:**

The groups are working on a genuine development project in order to solve a business life problem. The project is directed by the firm's operations. In addition, the project group regularly reports on their work to the executive group of the project, comprised of the persons in charge of the course together with the representatives of the firm.

**Other information:**

The number of students is limited. For those students who have started their studies in 2014 this course is alternative with Internship (724100P). Individual reflection after project's completion is required.

## 724610P: Contract and Company Law, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pulkkinen Markku

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724610P Contract and Company Law (OPEN UNI) 5.0 op

721610A Corporate Law and Law of Contracts 7.0 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.

**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 management from a strategic perspective 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 is familiar with the main distributive functions and knows their inter-dependencies from a systems theoretic standpoint. The student can define logistical processes and knows their objectives, activities and measures. 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 cases and numerical examples.

**Mode of delivery:**

Face to face teaching

**Learning activities and teaching methods:**

36 h lectures, reading the course literature (53 h), assignments (40 h) and exam (4 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:**

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:**

-

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

**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) risk management and firm value, 7) dividend policy in theory and practice

**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 (4<sup>th</sup> 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.

## 724108P: Financial Markets, 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:**

ay724108P Financial Markets (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits / 133 hours of work

**Language of instruction:**

Finnish

**Timing:**

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

**Learning outcomes:**

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

**Contents:**

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

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

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

**Target group:**

Major students in economics and business administration

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

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

**Recommended or required reading:**

Pilbeam: Finance & Financial Markets (3rd edition), Palgrave Macmillan

**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:**

-

**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 A (1st year).

**Learning outcomes:**

After this course student understands different stages of financial statement analysis. The student 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. 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 and supervision of the assignment 16 h, assignment as a group work 50 h and examination as a self-study 49 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 or newer) Gaudeamus. Other material possibly announced during the lectures.

**Assessment methods and criteria:**

: Lecture- and literature examination and practical work.

**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:**

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**Other information:**

The number of students is limited.

## 724111P: Finnish Economy and Economic Policy, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jaakko Simonen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724111P Finnish Economy and Economic Policy (OPEN UNI) 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:**

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

### **Contents:**

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

Lectures will include the following themes

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

### **Mode of delivery:**

Face to face teaching

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

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

### **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:**

Announced by the lecturer.

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

Lecture- and literature examination and course assignments.

### **Grading:**

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

### **Person responsible:**

Jaakko Simonen

### **Working life cooperation:**

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### **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 B (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:**

Face-to-face teaching.

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

24 hours of lectures, 12 hours of exercises and 93 hours of independent reading of the textbooks. Exam (4 hours)

### **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 (2011): International Economics, 2. painos, Krugman, P. & M. Obstfeld, (2009): International Economics: Theory and Policy, 8. painos, Pearson/AddisonWesley.; 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:**

-

### **Other information:**

The number of students is limited

## 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 B (3rd year)

**Learning outcomes:**

Upon completion the students are able to understand and describe internationalization as an inward and outward process. The students are able to recognize and describe different international operation modes. The students are able to compare and evaluate the foreign operation modes in specific decision making situations. The students also recognize the basic aspects of strategic and financial planning in the context of SME internationalization. The students will also develop their understanding of entrepreneurship and cultural awareness in business context.

**Contents:**

The course introduces the basic international business operation modes. The contents cover exporting and importing, contractual and investment entry modes, ebusiness as a mode of international operation, and the role of venture capital in internationalization of SMEs. Content structure: Introduction and Instructions; What is Entrepreneurship? Different Types of Entrepreneurship; 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:**

36 h lectures and reflection (13 h), reading the course literature (40 h), preparing for the exam (40 h) and home-exam (4 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. Edward Elgar Publishing Ltd. Cheltenham. 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:**

-

**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.

## 724110P: Introductory Economics, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Puhakka Mikko

**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). Exam (4 h).

**Target group:**

Major students in economics and business administration

**Prerequisites and co-requisites:**

-

**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](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:**

-

**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 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 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 (4<sup>th</sup> 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:**

-

### **Other information:**

The number of students is limited.

## 721612P: Labour Law, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pulkkinen Markku

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits/133 hours of work

**Language of instruction:**

Finnish

**Timing:**

Period C

**Learning outcomes:**

The course is intended to give a thorough knowledge of the law relating industrial relations and labour law.

**Contents:**

The course is intended to introduce students to basic legal structures, concepts in individual and collective labour law. The course is intended to give a practical knowledge of the law relating to procedure in solving disputes of labour relations. Basic knowledge in international and EU labour 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:**

Tiitinen, Kröger: Työsopimusoikeus

**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.

## 724105P: Management Accounting, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Janne Järvinen

**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:**

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:**

-

**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 C (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, 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.

**Learning activities and teaching methods:**

Lectures and exercises 36 h, self-study 129h, which includes case assignments.

**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:**

-

**Other information:**

The number of students is limited.

**724202A: Managing Multinationals, 5 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Elina Pernu

**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 C (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 analyse 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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

The course consist of compulsory lectures (36h), 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:**

Dr. Elina Pernu and Lauri Haapanen

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

## 724611P: Marketing Legislation, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Veijo Röntynen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724611P Marketing Legislation (OPEN UNI) 5.0 op

721420A Marketing Legislation 7.0 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.

## 802158P: Mathematics for Economic Sciences, 7 op

**Voimassaolo:** 01.06.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

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

**Opettajat:** Kari Myllylä

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay802158P Mathematics for Economic Sciences (OPEN UNI) 7.0 op

**ECTS Credits:**

7 cr

**Language of instruction:**

Finnish

**Timing:**

1. period. It is recommended to complete the course at the 1th autumn semester.

**Learning outcomes:**

After completing the course, student is able to

- define and apply basic mathematical concept such as rationals, absolute value, power and root function
- handle different types of functions and knows their special properties
- solve different equations and inequalities
- define the concepts of limit and continuity of a function
- calculate limits in case of different functions
- calculate and apply derivative, and knows the relevance of the concept
- use all mathematical concepts covered by the course in different problems related to economics (interest, investments, optimization and indices).

**Contents:**

Course aims to build a solid background to mathematics in later economics courses. Course begins with a revision of concepts familiar from high school such as sequences, rationals, absolute value and powers. After that we focus on different types of functions such as polynomials, rational functions, exponential functions and logarithm. Different types of equations and inequalities, containing the functions mentioned above, are solved. Main concepts in the course are also limit of a function, continuity and derivative and their applications. Nämä käsitteet tullaan esittelemään kaikille kurssilla käsiteltäville funktiotyypeille.

After the more mathematical part, the focus is turned on economical applications (such as interests, optimization, investments, indices).

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Lectures 56h, exercises 28h.

**Target group:**

Students in Oulu Business School

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

After the course, student is able to continue other mathematics courses directed to the students in Oulu Business School.

**Recommended or required reading:**

Lecture notes

**Assessment methods and criteria:**

Mid-term exams and/or final exam

**Grading:**

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

**Person responsible:**

Kari Myllylä

**Working life cooperation:**

-

**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. It is recommended to complete the course at the 3rd autumn semester.

**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 (93 h). Exam (4 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:**

Riikka Nuutilainen

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

## 724102P: Organizations and Management, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Tuija Lämsä

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724102P Organisations and Management (OPEN UNI) 5.0 op

721511P Entrepreneurship and Management 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits / 133 hours of work

**Language of instruction:**

Finnish

**Timing:**

Period A (1st year).

**Learning outcomes:**

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

**Contents:**

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

**Mode of delivery:**

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

**Learning activities and teaching methods:**

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

**Target group:**

Major students in economics and business administration

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

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

**Recommended or required reading:**

Richard Gillespie (1991). Manufacturing knowledge: A history of the Hawthorne experiments. Cambridge: Cambridge University Press. Gareth Morgan (1997 or newer). Images of organization. London: Sage Publications. Lecture material. Article collection.

**Assessment methods and criteria:**

Written exam of lectures and literature.

**Grading:**

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

**Person responsible:**

Tuija Lämsä and Antti Kauppinen

**Working life cooperation:**

-

**Other information:**

Osallistujien määrä on rajoitettu.

## 724011Y: Orientation Course for New Students, 3 op

**Voimassaolo:** 01.06.2014 -

**Opiskelumuoto:** General Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

## 724100P: Practical Training, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** General Studies

**Laji:** Practical training

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

5 credits/133 hours of work

**Language of instruction:**

Free.

**Timing:**

Free.

**Learning outcomes:**

The student gains work experience that is related to his/her studies and which supports career plans.

**Contents:**

Objective of the internship (field project) is to familiarize oneself with business life, to create business contacts and to become acquainted for example with economic analysis or bearing of management responsibility in practice. A suitable internship position involves, for example, performing the following tasks:

- production, analysis or interpretation of economic information
- writing reports on economic issues
- participating in economic research projects
- familiarizing oneself with accounting software
- being responsible for carrying out economic activities
- carrying out management responsibilities
- familiarizing oneself with economic life of foreign countries
- participating in making economic decisions
- conducting marketing research, marketing planning and/or activities

Before internship, work description and plans should be approved by person responsible for internship.

For internship approval the following documents should be submitted to Oulu Business School's study office:

- official certificate from the employer
- Reflection from the field period. More specific instructions are given by person responsible for internship (see below)

Please label the documents as "Internship report".

**Grading:**

Pass/fail (Read more about assessment criteria at the University of Oulu webpage).

**Person responsible:**

For renewed program (starting fall 2014): Program Director Satu Nätti. For those who do major specific BSc studies (started 2013 or before): The named professor(s) of one's major.

**Other information:**

The number of students is limited. For those students who have started their studies in 2014 this course is alternative with Company Project 724101P.

## 724107P: Practices in Marketing, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Salla Saraniemi

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits/133 hours of work

**Language of instruction:**

Finnish

**Timing:**

Period B, 2nd year of studies

**Learning outcomes:**

After having passed this course, the student knows the focal operative marketing functions and the related tools of analysis (gaining market information, conceptualizing and positioning product/service, marketing communications, branding). The student recognizes him/herself as a target of marketing and is able to evaluate the basic marketing processes. The student possesses the basic knowledge of firms' customer relationship marketing and is able to analyze firms' activities from the perspective of customer relationships. While the focus of the course is in consumer marketing, the student learns to recognize the key differences between the marketing activities in b-to-c and b-to-b contexts. The student can plan a marketing campaign that ties together the different aspects of marketing discussed during the course.

**Contents:**

Gaining market information, customer relationship and key customer management, conceptualizing, positioning and branding products/services, marketing communications, planning and implementing marketing campaign, sales function and customer service situations

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 h lectures; guest lectures and teacher-guided preparation of course assignments; group work assignment 43 h; final exam and independent exam preparation by studying the course textbooks and related material 54 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 a part of "business processes"-module

**Recommended or required reading:**

McDonald, M. (2008), Malcolm McDonald on Marketing Planning. Understanding Marketing Plans and Strategy. Kogan Page.

**Assessment methods and criteria:**

Group work and literature examination

**Grading:**

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

**Person responsible:**

Kerttu Kettunen

**Working life cooperation:**

-

**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:** Salo, Jari Tapani

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724106P Principles of Marketing (OPEN UNI) 5.0 op

ay721409P Principles of Marketing (OPEN UNI) 5.0 op

721409P Firm in the Network Contexts 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:**

-

**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:**

-

**Other information:**

The number of students is limited.

**721517A: Seminar / Bachelor's Thesis in Management, 10 op**

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Tuija Lämsä

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

10 ects.

**Language of instruction:**

Finnish/English.

**Timing:**

Periods B-D.

**Learning outcomes:**

After the course the student will be able to independently plan, conduct and report a scientific research in the area of management and organization, and in international business. The student will have an overview of the philosophy of science and understand the research methodology and practices. The student is also able to look for relevant source material and is able to analyse and evaluate it critically. He/she is able to formulate a clear and consistent research of a certain, restricted theme.

**Contents:**

During seminars each student will write and present a research paper on chosen topic in order to practise research skills, writing skills and presentation skills. Student also get acquainted with the basics of scientific acquisition of information and the central databases in economics and business administration.

**Mode of delivery:**

Lectures and seminars

**Learning activities and teaching methods:**

Students will analyze earlier research papers in small groups. Student's individual research will start with an idea paper, followed by the final paper. The final papers will be presented in small groups, in which students will also be appointed as an opponent. Lectures organized jointly with International business. The introduction lectures are mandatory, other seminars require 70% attendance.

**Target group:**

Major students in Management

**Prerequisites and co-requisites:**

Basic studies in Management

**Recommended or required reading:**

Bryman A. & Bell E. (2003). Business research methods (Oxford University Press); Ohjeita opinnäytetyöskentelyyn –opintomoniste (2009); Lecture notes.

Check availability from [here](#).

**Assessment methods and criteria:**

Lectures and seminars. Assessment is based on the activity of participation in the seminars and on the presented research paper. When the seminar report is published as Bachelor's thesis, it must be published in a hard covered format according to the instructions of the Faculty, and the student is required to pass a maturity examination.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

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

**Person responsible:**

Tuija Lämsä.

**Other information:**

The number of students is limited.

## 721156A: Seminar in Accounting, 10 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Hannele Kantola

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

10 ects.

**Language of instruction:**

Finnish.

**Timing:**

Periods C-D.

**Learning outcomes:**

After passing this course the student has learned the basics of academic writing and how to conduct academic research. Student will also be able to report the results of research both orally and by writing. Course provides an opportunity to practice independent and goal conscious research. During seminars each student will write and present a research paper on chosen topic in order to practice research skills, writing skills and presentation skills.

**Contents:**

Research skills, choosing a topic for a research, presenting and defending one's own report, evaluating and acting as an opponent to fellow researchers.

**Mode of delivery:**

Face-to-face teaching and independent studying

**Learning activities and teaching methods:**

Seminar work.

**Target group:**

Major students in Accounting

**Recommended optional programme components:**

900056A Taloustieteen tutkimusviestintä 2 ects.

**Recommended or required reading:**

Material selected by the lecturer.

**Assessment methods and criteria:**

Active participation in seminars, accepted seminar work.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

1-5.

**Person responsible:**

Aila Hannele Kantola

**Working life cooperation:**

-

**Other information:**

Number of students is limited.

## 721230A: Seminar in Economics, 10 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Jaakko Simonen

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

10 ects.

**Language of instruction:**

Finnish.

**Timing:**

Periods A-D (3<sup>rd</sup> year)

**Learning outcomes:**

The aim of this course is to provide the students an opportunity to practice independent and goal conscious research. During seminars each student will write and present a research paper on a chosen topic in economics in order to practice research and presentation skills.

**Contents:**

Research skills, choosing a topic for research, writing a report, presenting and defending one's own report, evaluating and acting as an opponent to fellow researchers.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Writing and presenting two seminar papers.

**Target group:**

Students with a major in Economics.

**Prerequisites and co-requisites:**

Basic studies in Economics.

**Recommended optional programme components:**

-

**Recommended or required reading:**

Material selected by the lecturer.

**Assessment methods and criteria:**

Bachelor's thesis in Economics. Active participation in seminars. Evaluating and acting as an opponent to fellow researchers.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

1-5.

**Person responsible:**

Jaakko Simonen

**Working life cooperation:**

-

## 721924A: Seminar in Finance, 10 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Mirjam Lehenkari

**Opintokohteen kielet:** Finnish

**ECTS Credits:**

10 ects / 267h

**Language of instruction:**

Finnish/English

**Timing:**

Periods A-C.

**Learning outcomes:**

Upon successful completion of this course, the student will be able to: effectively acquire information; critically evaluate the quality and worth of information; cite references properly; define a research topic and provide a rationale for it; combine pieces of information with a view to problem solving; and present the results of his/her work clearly and accurately.

**Contents:**

This course is an introduction to conducting scientific research in the field of finance. The objective of the course is to develop the student's scientific thinking, acquiring, organizing, and processing information, as well as scientific writing and communicating skills.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Introductory lectures, information-retrieval training sessions, independent work, and seminar sessions.

**Target group:**

Students with a major or minor in Finance.

**Prerequisites and co-requisites:**

-

**Recommended or required reading:**

Instructions for Thesis Work (a handout).

**Assessment methods and criteria:**

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

1-5.

**Person responsible:**

Postdoctoral Researcher Mirjam Lehenkari.

**Working life cooperation:**

-

**Other information:**

A bachelor's degree involves a maturity test and the thesis must be bound in hard covers. A student who already has a bachelor's degree should contact the course instructor.

The number of students is limited.

## 721418A: Seminar in Marketing, 10 op

**Opiskelumuoto:** Intermediate Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

10 ECTS/ 267 hours of work

**Language of instruction:**

Finnish.

**Timing:**

Spring semester/Periods C-D.

**Learning outcomes:**

Upon completion this course, the students will be able to independently write, comment and evaluate scientific text in marketing field. They are able to critically choose research materials, data, and documents as well as analyze, interpret, and modify scientific information. Students are able to discuss and make conclusions based on the gathered information and present (orally) and report (in writing) the implementation and results of the study.

**Contents:**

The Bachelor's Thesis prepares the student for the Master's Thesis work. During period C introductory lectures are held on the topic of "how to conduct a research" and students are required to prepare a research plan and present it in the Optima learning environment. This is followed by writing and presenting the Bachelor's Thesis and acting as an opponent for other students (the reports during period D). Students also familiarize themselves on the fundamentals of scientific data acquisition and focal data bases (training organized by University library during the introductory lectures). In addition, as an integrated course, typically 900056A Taloustieteen tutkimusviestintä (2 ects) is conducted where especially themes of written and oral communication are covered.

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Work on the Personal Study Plan (8 h), introductory lectures (12 h) with related group work (20 h). Writing and presenting a research plan in Optima learning environment (40 h) and seminar work: seminar sessions at the stages of second and final reports (20 h), preparing and presenting reports (162 h) and acting as an opponent at the final report stage (5 h).

**Target group:**

Students who have completed the basic studies of marketing, primarily those majoring in marketing.

**Prerequisites and co-requisites:**

The Research methods study unit is recommended before the seminar.

**Recommended optional programme components:**

In order to participate to the seminar the student must have completed the basic studies in marketing. In addition, the Research methods study unit is recommended before the seminar.

**Recommended or required reading:**

Handout and an article collection

**Assessment methods and criteria:**

Obligatory presence in introductory lectures and seminar sessions. Writing and presenting a research plan in the Optima learning environment. Writing and presenting the Bachelor's Thesis and acting as an opponent to fellow students. A student is required to pass a maturity test related to the Bachelor's Thesis presenting familiarity with the field of thesis and language skills in Finnish or Swedish. The assessment is based on seminar work and the learning outcomes of the course.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

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

**Person responsible:**

Senior lecturer Salla Saraniemi and other instructors in the Marketing Department.

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

**806116P: Statistics for Economic Sciences, 5 op**

**Voimassaolo:** 01.06.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

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

**Opettajat:** Hanna Heikkinen

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay806116P	Statistics for Economic Sciences (OPEN UNI)	5.0 op
806113P	Introduction to Statistics	5.0 op
806109P	Basic Methods in Statistics I	9.0 op

**ECTS Credits:**

5 cr

**Language of instruction:**

Finnish

**Timing:**

1st period. It is recommended to complete the course at the 2nd autumn semester.

**Learning outcomes:**

After completing the course, student will be able to

- consider issues influencing to data collection
- describe data by appropriate methods (tables, statistics and graphical presentations)
- evaluate the effect size of the sample to the margin of error for instance in Gallup polls and in different market researches
- interpret output of a statistical software.

**Contents:**

- collecting data, e.g. sampling
- variables and measuring
- descriptive statistical methods and their selection
- margin of error of estimator for population mean and proportion
- statistical literacy
- basic analysis of data using statistical software

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

Total 53 h face-to-face teaching including lectures and exercise (partly computer exercises). Independent work 80 h.

**Target group:**

Students in Oulu Business School.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

When studying according to old degree requirements it is possible to complete the course: 806109P Basic Methods in Statistics I (9 ECTS). After the course, student is able to continue other statistics courses directed to the students in Oulu Business School.

**Recommended or required reading:**

Lecture notes

**Assessment methods and criteria:**

Mid-term exams and/or final exam and possible homework.

**Grading:**

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

**Person responsible:**

Hanna Heikkinen

**Working life cooperation:**

-

**Other information:**

This course compensates the course 806109P Basic Methods in Statistics I (9 ECTS) of the old degree requirements. An appropriate additional course (at least 4 ECTS) is also required.

**724103P: Strategic Management, 5 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

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

**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 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:**

-

**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:** Ilkka Ojansivu

**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 D (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 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 (in four steps; 1) situation assessment, 2) strategy identification, 3) strategy formulation and 4) implementation.). 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, presenting their case exercise in written and oral form and performing a peer review valuation of another group.

**Contents:**

1) Situation assessment, 2) Marketing strategies, 3) Strategy formulation 4) Implementation

**Mode of delivery:**

Face-to-face teaching

**Learning activities and teaching methods:**

36 h lectures, related discussions and group works, 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 presents 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 2012) Marketing Management (1st or 2nd European Edition) and other material named by the lecturer.

**Assessment methods and criteria:**

Lectures and case exercise. The written part of the case exercise will determine 80% and the verbal part 20% 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:**

Ilkka Ojansivu.

**Working life cooperation:**

-

**Other information:**

The number of students is limited.

## 724613P: Tax Law I, 5 op

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pulkkinen Markku

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724613P Tax Law I (OPEN UNI) 5.0 op

721611A Tax Law 7.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits/133 hours of work

**Language of instruction:**

Finnish

**724614P: Tax Law II, 5 op**

**Voimassaolo:** 01.08.2014 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Pulkkinen Markku

**Opintokohteen kielet:** Finnish

**Leikkaavuudet:**

ay724614P Tax Law II (OPEN UNI) 5.0 op

**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 prejudicates. 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 & Rabinä: 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.