

Opasraportti

TaTK - Information and Communication Business 2006-2007 (2006 - 2007)

This is the study guide of Faculty of Economics and Business Administration, containing information about courses offered in the area of Information and Communication Business. The information is valid for the academic year 2006-2007.

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

721671A: B to B E-Commerce, 5 op
 721653P: Ec Systems, Implementation and Strategy, 5 op
 721672S: Economics of Network Industries, 6 op
 721426P: Electronic Commerce, 5 op
 721650P: Information Goods, 5 op
 721673A: M-Commerce, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

721671A: B to B E-Commerce, 5 op

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

5 credits

Timing:

Period D

Contents:

Strategy, networking and electronic commerce

Recommended or required reading:

Material announced during the lectures

Assessment methods and criteria:

Lectures, article and literature examination

Person responsible:

Assistant in Information and Communication Business Manne Kesti

721653P: Ec Systems, Implementation and Strategy, 5 op

Voimassaolo: - 31.07.2010

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Kesti, Manne Kalervo

Opintokohteen kielet: Finnish

ECTS Credits:

5 credits

Timing:

Period A

Contents:

ERP,CRM,SCM,EDI, APS,ECR.

Recommended or required reading:

Turban, Lee, King & Chung (2002): Electronic Commerce – A Managerial Perspective, Prentice Hall, parts 12-19.
Collection of articles, other material announced during the lectures

Assessment methods and criteria:

Lectures and literature examination

Person responsible:

Assistant in Information and Communication Business Manne Kesti

721672S: Economics of Network Industries, 6 op

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish

ECTS Credits:

6 credits

Timing:

Period D

Contents:

We take a game theoretic approach to study dynamics of company structure, strategic decision-making and market development in network industries. We also focus on the effects of social interaction on consumers' choices.

Recommended or required reading:

Shy (2001): Economics of Network Industries

Person responsible:

Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

721426P: Electronic Commerce, 5 op

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Timo Koivumäki

Opintokohteen kielet: Finnish

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 credits

Timing:

Period A

Contents:

We study the effects of electronic commerce on market structure and business processes in different industries and introduce various BtoC and BtoB electronic commerce business models

Recommended or required reading:

Turban, Lee, King & Chung (2002): Electronic Commerce – A Managerial Perspective, Prentice Hall, chapters 1-11; collection of articles; other material announced during the lectures.

Assessment methods and criteria:

Lectures, literature examination and written essay

Person responsible:

Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

721650P: Information Goods, 5 op

Voimassaolo: - 31.07.2010

Opiskelumuoto: Basic Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: Finnish

ECTS Credits:

5 credits

Timing:

Period C

Contents:

We study the cost structure and pricing of info goods, consumer lock-in and switching costs as well as co-operation, compatibility and standards.

Recommended or required reading:

Shapiro & Varian (1999): Information rules, Harvard Business School Press; Shy (2001): Economics of Network Industries (chapter 7); other material announced during the lectures

Assessment methods and criteria:

Lectures and literature examination

Person responsible:

Timo Koivumäki, D.Sc.(Econ.&Bus.Adm.), Professor

721673A: M-Commerce, 5 op

Voimassaolo: - 31.07.2010

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Faculty of Economics and Business Administration

Arvostelu: 1 - 5, pass, fail

Opettajat: Miikka Blomster

Opintokohteen kielet: Finnish

Status:

Period B

ECTS Credits:

5 credits

Contents:

The course goes through the value-chain of mobile market, market player's roles and basic technologies of mobile commerce. The course also introduces various business- and revenue models.

Recommended or required reading:

Material announced during the lectures

Assessment methods and criteria:

Lectures and literature examination

Person responsible:

Assistant in Marketing Annu Ristola, M.Sc. (Econ.&Bus.Adm.), Assistant in Marketing Miikka Blomster