

Opasraportti

TaTK - Information and communication business 2007-2008 (2007 - 2008)

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

Opettajat: Kesti, Manne Kalervo

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