

BUSINESS ADMINISTRATION

Updated 22.10.2009

Courses in English:

Please notice, that the time is preliminary.

5210202 Strategic Management 6 op

Autumn 2009, Intermediate level

Learning Outcomes:

Knowledge related: The student will understand the basic concepts and foundations of strategic management. The student will know current issues and emerging trends in strategic management.

Skills related: The student will learn to apply strategy concepts in practical situations. The student will get practice analysing, planning and evaluating strategic management.

Content: Foundations of strategic management, tools and techniques; strategic analyses and choices; corporate and business-level strategies; planning, implementation, development, and evaluation.

Learning Material: 1) Johnson, G., Scholes, K. & Whittington, R.: Exploring Corporate Strategy. 8th edition. Prentice Hall, 2008 or newer, 2) additional material given by lecturer

Degree Programme: Bachelor in Business and Management

Teaching / Learning Methods: Lectures 16 h, group work 80h, independent study 64h, web-based learning 50 %

Teaching language: English

Assessment is based on: Written examination, exercises, participation in teaching

Assessment: 0 (Fail) - 5 (Excellent)

Additional information on assessment: Exercises are carried out as independent work and group discussions in Moodle. The required participation in teaching involves two oral presentations (2 x 30min) on the results of the exercises. Except for oral presentations, there is no compulsory attendance on lectures.

5210203 Service Management 6 op

Spring 2010, Intermediate level

Learning outcomes:

Relating to knowledge: A service perspective is adopted, according to which success is determined by the management of a total service offering that combines physical product and service components together with information, personal attention and other elements of customer relationships. Students will get acquainted with the special characteristics of managing and marketing services as well as managing and performing interactive marketing during customer service encounters.

Relating to skills: Students will create and enhance capabilities of managing and marketing services. They will learn to apply service theories into practice through visiting lectures and practical work.

Content: Concept of service, characteristics of services, service quality and its assessment, understanding customer requirements, service development and design, service delivery, enabling, making and delivering promises

Learning material:

Grönroos, C. (2007), Service Management and Marketing. A Customer Relationship Management Approach. 3rd edition. John Wiley & Sons.

Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2008), Services Marketing. Integrating Customer Focus Across the Firm. First European edition. McGraw-Hill.

Other possible material will be specified in the beginning of the course.

Implementation: Lectures 10 h, Visiting lectures 4 h, Study circle 10 h, Independent study 136 h

Assessment: 0-5

Lectures, written examination, essay and learning diary or book exam

5211212 International Business Management 6 ECTS

Spring 2010, Intermediate level

Learning Outcomes:

Knowledge related: The aim of the course is to be an introduction to SMEs' internationalization process. After the course students should have the knowledge of different ways of, and barriers to internationalization, as well as the awareness of special characteristics of multicultural business.

Skills related: The course offers the students readiness to act in international business, domestically and abroad.

Content: The strategy of international business, Internationalization process of SME:s, emerging markets, the export-mode decision-making process, development trends in SME:s, network relationships and the cultural environments facing business

Study material: 1. Cavusgil, S, Knight, G., Riesenberger, J. (2008). International Business: strategy, management and the new realities, 2)Hollensen, S. (2004) Global marketing. A decision-oriented approach, 3) Stone, M. & McCall (2004) International strategic marketing: an European perspective, 4)Lane, DiStefano & Maznevski (2006) International management behavior

Teaching methods: Lectures 30 h, Group work 40 h, Independent study 90 h

Teaching languages: English

Assessment is based on: Participation in teaching, practical exercises, written examination

Additional information: Compulsory participation in oral presentations.

Assessment: 0 (Fail)- 5 (Excellent)

5211240 Brand Management 3 op

Spring 2010, Intermediate level

Objectives: The aim of the course is examine brands, why they are important and what do they represent to consumers. Other important focus is the company aspect; what should companies do in order to manage their brands as strategic assets. Connection between brand strategy and business strategy is illustrated. Concept of customer-based brand equity is presented as a measure of the success of brand strategy. Also brand valuation models are demonstrated as tools of marketing controlling. Keywords: Strategic brand management, brand identity, brand equity, brand extensions, building and implementing brands, positioning brands, brand architecture, measuring and valuation of brands.

Literature:

Keller, K. L., Strategic Brand Management: Building, Measuring and Managing Brand Equity, 1998 (or later edition)

Aaker, D. – Joachimstshler, E., Brand Leadership, 2000.

Study Modes: Lectures 12 h, Case study 10 h, Independent study and exam 60h

Grading: 0–5

5211325 Destination Management 6 ECTS

Spring 2010, Advanced level

NB: It is possible to do Destination Management 3 ECTS, Intermediate level

Learning objectives:

Destinations are amalgams of tourism products, offering an integrated experience to consumers. Managing often conflicting stakeholders' interests makes controlling and marketing destinations as a whole challenging. Hence, strategies and actions should take into account the wishes of all stakeholders, namely indigenous people, businesses and investors, tourists, tour operators and intermediaries, and interest groups. Tourists perceive the destination as a brand comprising of a collection of suppliers and services. Destination management and marketing should act as tools and facilitators to achieve a complex range of strategic objectives, which will ultimately need to satisfy the needs and wants of stakeholders. The objective of this course is to introduce theories and tools for destination management and marketing.

Content: destination concept, the strategic management and marketing objectives of destinations, cooperation and networking in a destination, strategy formulation for destinations, destination competitiveness, destination branding.

Literature:

selected articles

- 1) Morgan, N., Pritchard, A. & Pride, R. 2002. Destination Branding. Elsevier.
- 2) Ritchie, J. R. Brent; Crouch, G. I.; Ritchie, J. R. 2005. Competitive Destination : A Sustainable Tourism Perspective. CABI Publishing
- 3) Pike, S. 2008. Destination marketing : an integrated marketing communication approach. Oxford: Butterworth-Heinemann
- 4) selected articles for the group work.

Study modes: Lectures: 18 hours, Seminar presentations: 8 hours, Group work: preparation of the seminar presentations in theme groups 40 h, Individual work: 94 hours
Literature Exam 50 %, report and presentation of the individual work 50 %

5211326 Experience Design 6 ECTS

Autumn 2009, Advanced level

NB: It is possible to do Experience Design 3 ECTS, Intermediate level

Learning objectives:

Experience Design is an approach and method for discovery of value creation in experience industry, in this case especially in tourism. Experience design is the practice of designing products, processes, services, events, and environments based on the consideration of an individual's or group's needs, desires, beliefs, knowledge, skills, experiences, and perceptions. The objective of the course is to introduce theoretical backgrounds of experience design (consumer behaviour in tourism, experience theory, customer value, product/service development) as well as its practical adaptations. Student learns a customer oriented approach to product/service development in experience industry.

Content: tourist behaviour, customer value in tourism, product/service development in tourism, customer experience design, experiential marketing.

Literature:

- 1) Pearce, Philip, L. 2005. Tourist Behaviour. Themes and conceptual Schemes. Aspects of Tourism. Channel View Publications.
- 2) Ryan, Chris 2002. (ed.) The Tourist Experience. A New Introduction. 2nd edition. Cassel.
- 3) Peters, Mike & Pikkemaat 2005. Innovation in Hospitality and Tourism. The Haworth Hospitality Press.
- 4) Buhalis, Dimitrios & Costa, Carlos 2006. (eds.) Tourism business frontiers. Consumers, products and industry. Elsevier.
- 5) Selected articles for the group work.

Study modes: Lectures: 16 hours, Seminar presentations: 10 hours, Group work: preparation of seminar presentations theme groups 40 h, Individual work: 94 hours
Literature Exam 50 %, report and presentation of the individual work 50 %

5211324 B2B relationships 6op

Spring 2010, Advanced level

Learning outcomes:

Relating to knowledge: The aim of the course is to explore the special opportunities and challenges that business markets present and identify the requirements for managing the marketing function in this vital sector of the global economy. Critical to business market management is the assessment of value in the marketplace.

Relating to skills: The aim is to deepen the understanding of business market management, value and operating in networks. Oral and written skills of English are developed.

Content: business market management, understanding, creating and delivering value, network pictures, networking, network outcomes

Learning material:

Anderson, J.C., Narus, J.A. & Narayandas, D. (2009), Business Market Management. Understanding, Creating, and Delivering Value. Third Edition. Pearson Education.

Ford, D., Gadde, L., Håkansson, H. & Snehota, I. (2003), Managing Business Relationships. Second edition. John Wiley & Sons.

Other possible material will be specified in the beginning of the course.

Implementation: Lectures 12 h, Study circle 4 h, Group work / independent study 142 h, Oral presentations and discussions 8 h

Assessment: 0-5

Active attending to lectures (80% obligatory), essay, oral and written presentations

e-Business and Network Studies (25 ECTS)

Student can take also single courses.

5215112 Innovative Networking 1-6 ECTS

Learning outcomes:

Knowledge related: Student understands collaboration and networking as part of innovative approaches to firm's activities that can occur in different areas of business operations.

Skills related: Student will get practice in academic reading skills and learns how to analyze and get a grasp of a new conceptual field by working independently.

Content: Different approaches to networking in individual, organizational and network levels; interaction of a firm and its business environment in finding ways of innovative operations; different innovative forms and methods to compete, collaborate, and succeed.

Learning materials: Huxham, Chris and Vangen, Siv: *Managing to Collaborate: The Theory and Practice of Collaborative Advantage*. (2005) (2 credits);

Miles, Raymond E., Miles, Grant, Snow, Charles C.: *Collaborative Entrepreneurship: How Communities of Networked Firms Use Continuous Innovation to Create Economic Wealth*. (2005) (Ebrary) (1 credit);

Nohria, N., Eccles, R.G. (Ed.) *Networks and Organizations: Structure, Form, and Action*. (1992) (Chapters: Introduction, 1-12, 14, 17) (3 credits);

Pettigrew, Andrew M., Whittington, Richard, Melin, Leif (Ed.): *Innovative Forms of Organizing International Perspectives*. (2003) (Ebrary) (3 credits)

Teaching/learning methods: Independent study.

Course Director: Nina Huotari

Assessment: 0-5. Written examination. Student can choose the number of credits taken by answering the questions on one or several of the books.

5215102 Managing Information Systems 6 op

Autumn 2009

Learning outcomes:

Knowledge related: Student will gain an overall view of utilizing information systems and technologies in different organizations and networks. Student will learn the significance of IT/IS in business operations and the challenges of employers and employees in the increasingly technology-oriented work life. Student will understand the socio-technical nature of IS/IT in business.

Skills related: Students will learn to identify and critically evaluate their line of study/work in the light of technological innovations. The course will provide skills in identifying and applying information systems and technologies in different business settings, improve Internet use and online study skills, as well as develop analytical, writing, group work, and presentation skills.

Content: The covered topics include different information systems' applications, their functions, development, usage, and management, as well as ethical and social influences.

Learning materials: 1) Laudon, K. C., Laudon, J.P. (2009) *Essentials of Management Information Systems*. 8th edition, Pearson Education, Prentice Hall.

2) Lecture notes and other material informed at the beginning of the course

Teaching/learning methods: Lectures 12 h, Group work 60 h, Independent study 80 h. Oral Presentation and Discussions 8 h and Web-Based Learning (50%).

Course Director: Nina Huotari

Assessment: 0-5. Written examination and Practical exercises.

Further information: Registration for the course at the latest two weeks prior the course begins.

Prerequisites: Basic studies in Business

5215114 Virtual Business World 6 ECTS

Every other year (next time: 2010–2011)

Learning outcomes:

Knowledge related: Student will know the business possibilities technological and social innovations create on a global scale. Student understands reasoning behind moving business operations and communication increasingly to the cyper space. Needed new skills, practices, and methods to operate, network, and collaborate will be introduced.

Skills related: In this course students will learn to identify business opportunities and challenges, rationalize their significance, and operate in a virtual setting. The virtual world is present both thematically and as a communication and learning platform.

Content: The covered topics include the methods of virtual collaboration, virtual teams, organizations, and networks, social media, and project management in a virtual setting.

Learning materials: Articles and other course material specified in the beginning of the course.

Teaching/learning methods: Web-Based Learning (100%). Tutorial 10 h, Group work 30 h, Independent study 120h.

Course Director: Nina Huotari

Assessment: 0-5. Participation in teaching and project.

Further information: Registration for the course at the latest two weeks prior the course begins.

Prerequisites: Basic studies in Business

5215111 Current Issues in e-Business and Network Studies 6 ECTS

Spring 2010

Learning outcomes:

Knowledge related: Student understands the complexity and dynamic nature of e-business and network studies. Student will learn how electronic business solutions, developing technologies, and complex cooperation and collaboration relationships transform both business practices and research interests.

Skills related: Student will get practice in academic reading and writing skills and learn how to analyze and get a grasp of a new conceptual field by working independently.

Content: The course focuses on the latest topics in research and practice of e-business and network studies. Visiting lecturers will provide knowledge of their area of expertise. Lectures may be organized either in lecture halls or online. Students have also possibility to study independently focusing on the topic of their choice through empirical project work executed e.g. at their place of employment.

Learning materials: Will be specified in the beginning of the course.

Teaching/learning methods: Lectures 15 h, Independent study 145 h, Web-Based Learning (50%). The format the course will be offered may vary from year to year depending on the availability of visiting lecturers.

Independent study course:

(Online) tutoring 10 h

Theoretical or empirical written paper of a selected current topic 150 h

The topic needs to be approved by the instructor.

Course Director: Nina Huotari

Assessment: 0-5. Written examination, Practical exercises

Further information: Registration for the course at the latest two weeks prior the course begins.

Prerequisites: Basic studies in Business

5215113 Knowledge Management 6 ECTS

Every other year

Next time: Spring 2010

Learning outcomes:

Knowledge related: Student understands the complexity and significance of managing knowledge in organizations and in business relationships. Student recognizes both individual and organizational views to knowledge management in order to gain comprehensive and collective view of the field.

Skills related: Student will learn through problem-based learning exercise to practise systematic and comprehensive problem-solving in groups. Skills such as group working in international and virtual setting, elaborating personal viewpoints and opinions, and individual time management will be developed during the course.

Content: Covered topics include the meaning of knowledge in business; knowledge creation, transfer, and utilization in organizations; the ideology and different methods of knowledge management.

Learning materials: 1) Jennex, M. E. (2006) Knowledge Management in Modern Organizations. Idea Group Publishing. (Ebrary)

2) Nonaka, I. & Takeuchi, H. The Knowledge-creating Company: How Japanese Companies Create the Dynamics of Innovation. 1995. Oxford University Press.

3) Lecture notes and other material informed at the beginning of the course

Teaching/learning methods: Lectures 12 h, Group Work 48 h, Independent study 100 h. Web-Based Learning (70%)

Course Director: Nina Huotari

Assessment: 0-5. Written examination or essay, practical exercises

Further information: Registration for the course at the latest two weeks prior the course begins.

Prerequisites: Basic studies in Business

5215101 Introduction to e-Business 6 ECTS

Autumn 2009

Learning outcomes:

Knowledge related: Student familiarizes the opportunities and effects of e-business as well as learns the influences of the digital society into the lives of the consumer and organizations. Student will understand linkage between e-business and corporate strategy and the significance of e-business activities to the overall performance of a firm.

Skills related: The course will expand the student's view of e-business from the individual users' perspective to include also the different interest groups and business operations. Students will learn to incorporate theory into practice through group assignment. Learning includes valuable skills in independent and group online studies, like information retrieval and evaluation, as well as reporting and presenting the findings verbally and in writing.

Content: The covered topics include introduction to e-business and e-commerce, strategic e-business planning process, formulation and selection of e-business strategy, and special issues of strategic information management in organizations.

Learning materials: 1) Jelassi, T., Enders, A. (2008) Strategies for e-Business. Creating Value through Electronic and Mobile Commerce. 2nd edition. Pearson Education, Prentice Hall.

2) Lecture notes and other material informed at the beginning of the course.

Teaching/learning methods: Lectures 20 h, group work 45 h, Independent study 90h, Web-Based learning (50%). Online oral presentation and discussions 5 h

Course Director: Nina Huotari

Assessment: 0-5. Written examination, practical exercises

Further information: Registration for the course at the latest two weeks prior the course begins.

ECONOMICS

Updated 27.5.2009

Courses in English:

Please notice, that the time is preliminary.

J124152 Investment Theory and Financial Markets 1 (6 ECTS)

Autumn 2009, Intermediate level

Objects and Contents:

Students are introduced to the analyzing methods of investment theory and financial markets.

Study Modes:

Lectures, demos and exam or examination based on required reading (literature).

Literature:

Levy - Sarnat, Capital Investment and Financial Decisions, 1990. Chapters 1–5, 8–12 and 19.

Grading: 0-5

Instructor: Matti Estola

Suggested prerequisite:

Recommended previous courses: Basic Course in Statistics 1 and Principles of Economics.

Additional information: Lectures in English.