

Cross-Cultural Management

Code: JOHT3002

Credit Units: 5 ECTS

Time: Autumn, Period 2.

Content: The subjects covered on the course include the role of culture and its impact on individuals, organizations and management; cultural differences and dimensions of culture; cross-cultural interaction.

Learning Outcomes: By the end of this course students should have a more in-depth understanding of culture, more knowledge of cultural frameworks as well as practical experience of cultural encounters. The group assignment's objective is to increase students' cross-cultural and interpersonal skills. Cross-Cultural Management aims at increasing students' cross-cultural competencies (knowledge and skills mentioned above) for situations such as: working abroad, international meetings, working in international projects/teams, and dealing with workplace diversity. The course also supports students' development of global mindset and encourage them to value diversity.

Teaching: Lectures and other activities (total approx. 20 hours)

Assessment: Individual and group evaluations.

Literature: *Understanding Cross-Cultural Management*, Pearson Education, by Marie-Joëlle Browaeys and Roger Price, 2011.

Cross-Cultural Management: Essential Concepts, Sage, by David Thomas, 2008.

International dimensions of organizational behavior. Cengage Learning, by Nancy J. Adler, and Allison Gundersen, 2007.

Prerequisites: None

Rating: 1-5 / fail

Contact Person: Olivier Wurtz

Right to Participate: This course is also open to visiting exchange students at the Faculty of Business Studies.

Additional Information: Some lectures are mandatory.

Nordic Perspectives on Marketing

Code: MARK2022

Credit Units: 5 ECTS

Time: Autumn.

Content: The course's themes and topic areas are service marketing and management, and relationship and network perspectives in marketing.

Learning Outcomes: By the end of this course students should be able to 1) understand the main characteristics of the different perspectives on marketing mainly developed in Nordic countries, 2) use these perspectives to analyze companies' marketing strategies and operations, 3) generate ideas and suggestions for new and better ways to use these approaches in managerial decision-making.

Working Life Skills: Oral and written skills, cross-cultural skills, analytical and critical thinking.

Marketing core skills: Executive summary presentation.

Teaching Methods: Lectures and group workshops.

Assessment: Active participation, individual assignments, and group assignment with oral presentation.

Literature: Reading package provided by the lecturers

Rating: 1-5 / hylätty

Contact Person: University Lecturer Ari Huuhka

Right to Participate: Course is available for foreign exchange students in the Faculty of Business Studies. The course is compulsory for those marketing students who are not exchange studying during their bachelor program. The course is also available to Industrial Management students (max. 5 students).

Doing Business in the Emerging Markets

Code: MARK3043

Credit units: 5 ECTS

Time: Spring, period 3

Content: The subjects covered on the course include 1) an overview of emerging markets, 2) formal and informal business environments in emerging markets, 3) planning and management of entry and marketing strategies into emerging markets, 4) analysis of selected emerging markets, and 5) business opportunities and challenges for foreign firms.

Learning Outcomes: By the end of this course students should be able to recognise the cultural diversity, economic development and economic potential of selected emerging economies, evaluate selected emerging countries in terms of their market potential and identify how multinational and local companies use these countries in their global strategies. The course will also support the development of student's skills in the areas of analytical and critical thinking, oral and written expression, and cross-cultural skills.

Teaching: Lectures (approx. 22 hours) and assignments.

Assessment: group assignment (40%), oral presentation (10%) and home-based exam (50%).

Literature: 1. Cavusgil, S.Tamer, Pervez N. Ghauri & Ayse A. Akcal: Doing Business in Emerging Markets, SAGE Publications (2013).

Prerequisites: Export Marketing and International Management are recommended.

Rating: 1-5 / fail

Contact Person:

Right to Participate: This course is open to students registered on Kansainvälinen liiketoiminnan kandidaatin tutkinto-ohjelma, minor in "Kansainvälinen liiketoiminta" , Master's Degree Programme in International Business as well as exchange students in the Faculty of Business Studies.

Additional Information: -

Leading People

Code: JOHT2032

Credit Units: 5 ECTS.

Time: Period 1-2.

Content: The objective of this course is to introduce the participants to the concept of leadership. Providing them knowledge and skills in order to understand leadership as an individual, dyadic, group and organizational level processes in different organizational contexts.

Learning Outcomes: By the end of this course, participants have gained deeper understanding of leadership in terms of both theory and practice. Lectures and group discussions improve students' skills to both examine and apply leadership theory perspectives to current business life phenomenon and collaborate with others. A group work will also provide individuals with understanding of what leadership is in practice, what leadership requires and how different leadership styles work in different environments.

Teaching: *Lectures followed by workshops*, guest speakers and a mini-study in groups.

Assessment: Group assignment (requires interviewing) and (moodle-based) exam

Literature: Coursebook: Storey, John (2016) (Ed.) Leadership in organizations. Current issues and key trends. Routledge.

Prerequisites: None

Rating: 1-5/fail

Contact Person: Jenni Kantola

Right to Participate: This course is also open to visiting exchange students at the Faculty of Business Studies.

Additional Information: -

Introduction to Accounting and Finance

Code: LASK2045

Credit units: 3 ECTS

Time: Autumn 2017, period I.

Content: The course introduces the student to the basic concepts in accounting and finance.

Finance

The topics of the course include: (1) introduction to finance and financial markets; (2) valuation of financial securities; (3) portfolio analysis; (4) models of equilibrium in the capital markets (capital asset pricing model and arbitrage pricing theory); and (5) introduction to pricing anomalies.

Accounting:

The topics of the course include: (1) introduction of the accounting framework, and general accounting principles; (2) introduction of the balance sheet and the income statement, (3) introduction of financial statement analysis. Financial accounting is during the course discussed from a user's perspective.

Learning Outcomes: Finance part: By the end of the course students should be able to: Understand fundamental finance principles and theories, calculate the value of bonds and equities, apply the concepts of risk and return on risky assets using asset pricing models.

Accounting part: Understand principles and practices of accounting, understand the principles of financial statement analysis and also understand connections between financial analysis, control and decision making in the management of business.

The course will strengthen theoretical understanding of the subjects and enhance analytical and critical thinking skills.

Teaching: Lectures 20 h

Assessment: Written exam

Literature: *Finance part:*

Required reading: 1. Elton, Gruber, Brown & Goetzmann, *Modern Portfolio Theory and Investment Analysis*, 8th Edition (international student version), 2011

2. Lecture notes

Optional reading: 1. Bodie, Kane & Marcus, *Investments*, McGraw-Hill, any recent edition

2. John, C. Hull, *Options, Futures, and Other Derivatives*, Prentice Hall, 2009

Accounting part:

Required reading:

1. Black, Geoff. *Introduction to accounting and finance*, 2005

2. Lecture notes

Prerequisites: Previous knowledge of fundamental concepts in accounting and finance is advantageous, but is not prerequisite to participate in the course.

Rating: 1-5 / fail

Contact Person: Dr. Anupam Dutta

Right to Participate: Exchange students, Master's Degree students in Strategic Management, Students outside of the Faculty of Business Studies

Additional Information:

Cost Accounting in Energy Business

Cost Accounting in Energy Business

Code: LASK2047

Credit units: 5 ECTS

Time: Autumn term, II period

Language: English

Content: Concepts of cost, cost behaviour, cost estimation, breakeven analysis, relevant direct costs, indirect costs, taxes, and return on investment, energy policies, some current cost accounting issues and their applications in energy business.

Learning Outcomes: The aim of this module is to provide the student with knowledge on cost, profitability and financial assessment for energy projects such as wind, solar, bioenergy and geothermal power plants. The objective is to assist students develop economic feasibility analysis of energy projects and improve their knowledge, and understanding of planning, control and decision making in energy projects. Upon completion of the course, the student will be able to design project planning, and management and cost control of energy projects.

Teaching: Lectures 24 h and exercises 4 h

Assessment: Exam + Project work

Literature:

1. Horngren, C. T. – Bhimani, A. – Foster, G – Datar, S. M. : Cost Accounting. A Managerial Emphasis. Prentice Hall. Europe. London.2001
2. Yescombe, E.R. Principles of Project Finance. 2nd Edition
3. A collection of articles on the topic

Prerequisites: -

Rating: 1-5 / fail

Contact person: KTT Adebayo Agbejule

Right to Participate: Laskentatoimen ja rahoituksen pääaineopiskelijat, talousoikeuden pääaineopiskelijat joilla laskentatoimi ja rahoitus laajana sivuaineena, vaihto-opiskelijat

(course is also available for exchange students at the Faculty of Business Studies)

Additional Information:

Global Sourcing and Procurement

Kansainvälinen hankinta- ja ostotoiminta

Code: TUTA2140

Credits: 5 ECTS (5 op)

Prerequisites:

Learning Outcomes: student will gain an understanding on the Strategic Roles of Sourcing, Procurement and Suppliers in Global Value Chain and Business Environment, understand various Sourcing Strategies, Processes, Organisation Models and Scorecards, able to perform Supply Research and Supplier Evaluations, setting up Supplier related Scorecards and understand the strategic difference between Outsourcing, Onshoring and Offshoring

Content: Role of Purchasing in the Value Chain, Purchasing Strategy and Management Process, Category Management, Supply Research, Performance Measurement, SCM, Outsourcing
Study Materials:

1. book: "Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice" by Arjan J.van Weele, 5th edition, ISBN: 978-1-4080-1896-5, 2010, Cengage Learning EMEA
2. book: "Delivering Customer Value through Procurement and Strategic Sourcing – A professional Guide to Creating a Sustainable Supply Network", Walter L. Wallace, Yusen Xia Pearson Education Inc., 2015, USA. ISBN-10: 0-13-388982-3
3. other course material provided by the lecturer

Teaching Methods: lectures 30 h

Modes of Study: written exam, written group work and participation in possible visitor lectures

Languages: language(s) of instruction: English -; completion language(s) English

Grading: Scale 1–5 or fail, 65% written exam and 35% group work

Responsible Person: Katariina Pukkila-Palmunen

Teacher(s): Katariina Pukkila-Palmunen

Responsible Unit: Department of Production and Department of Marketing

Additional Information: available only to students majoring in Industrial Management, Marketing and International Business and to students who have been granted the right to minor in Industrial management.

Diversity Management

Code: JOHT3053

Credit Units: 5 ECTS

Time: Spring, Period 4.

Content: Diversity management in the course is viewed from organizational and individual perspectives. The course adopts a broad definition of diversity, which includes gender, race, sexual orientation, age, family status, values, beliefs (religion), physical and mental abilities, regional location, income, education, knowledge, and work experience. The implications of diversity for different management and human resource management processes will be examined. Students will reflect on individual strategies to cope with diversity in the organizational and everyday life situations.

Learning Outcomes: By the end of this course students will have a comprehensive understanding of diversity as an organizational phenomenon, and understand the issues and paradoxes that diversity management presents. The course will help to shape the attitudes of students to value and appreciate diversity in a work environment. In addition, students will develop in-depth knowledge and understanding about their own personal diversity experiences and mindsets through individual and group reflection. The course empowers students to develop their Decision Making, Conflict Management, and Co-operation Skills.

Teaching: Web-based course (100% online).

Assessment: Web-based individual and group assignments. No exam.

Literature: Reading and video package will be provided by the teacher.

Prerequisites:

- Full commitment to work in 100% virtual environment independently organizing own learning process
- Basic IT literacy and willingness to learn number of new ICT tools
- Instant online response to virtual team members and course teacher (maximum within 48 hours)
- Full engagement and active participation
- Following the rules of ethics and non-discrimination.

Rating: 1-5 / fail

Contact Person: Ausrine Silenskyte

Right to Participate: This course is open to students registered on the Master's Programmes in International Business, Strategic Business Development and 'henkilöstöjohtaminen', as well as visiting exchange students to the Faculty of Business Studies.

Additional Information: -

Cultures of Consumption

Code: MARK2035

Credit units: 5 ECTS

Time: Spring.

Content: Consumer behaviour, cultural characteristics of consumption, cross-national differences and similarities of consumers and consumption behaviors (focus on a "Euro-consumer").

Learning outcomes: By the end of this course, students should be able to 1) define and understand the key concepts of consumption and the processes that drive consumer behaviour, 2) understand the different views on the interaction between culture(s) and consumption and 3) describe the differences and similarities between consumers in different cultures, especially in the European context.

Working life skills: Oral and written skills, interpersonal skills (cross-cultural skills), critical and analytical thinking. Marketing core skills: Consumer-based segmenting.

Teaching: Lectures, case-works and exercises (group works and individual assignment). Students work in multicultural teams.

Assessment: Lectures, group works and individual written exercise.

Literature: 1) Consumer behaviour: A European perspective. Solomon, M.R., Bamossy, G.J., Hogg, M.K. & Askegaard, S. (2016). Sixth edition (Also 4th and 5th editions can be used). 2) Reading package (to be announced).

Prerequisites: Cross-Cultural Management (for IB-Bachelor students).

Rating: 1-5/failed.

Contact person: Jenniina Sihvonon.

Right to participate: Max 100 participants. Course is available for bachelor students in International Business, students registered on the Master's Degree Programme in International Business and foreign exchange students. This is also an optional course for students majoring marketing.

International Trade and Finance Law

Code: TOIK3043

Credit units: 6 ECTS

Time: Spring Semester

Contents: 1. Introduction to international commercial law. 2. International contract law. 3. International sales contract and UN Convention on Contracts in International Sales of Goods (CISG) 4. Agency and distribution agreements in international trade 5. Choice of law and resolution of disputes in international trade 6. Payments and finance of international trade. 7. Legal aspects of international finance 8. Carriage of goods in international trade. 9. International trade organizations

Learning Outcomes: Student is familiar with the legal environment in international trade and international contracting, as well as the role of international organizations in international trade. Student can manage and understand international sales, distribution and agency agreements. Student embraces the essential payment methods and financial guarantees in international trade as well as legal aspects of international finance. Student understands the regulation of different carriage modes in international trade.

Teaching: Lectures 15 h.

Assessment: Examination

Literature:

Hinkelman, Edward (2008): Short Course in International Payments: Letters of Credit, Documentary Collections and Cyber Payments in International Transactions (3rd Edition). Petaluma: World Trade Press. Available as e-book in Ebrary via Nelliportaali.

Shippey, Karla C. (2008): Short Course in International Contracts: Drafting the International Sales Contract (3rd Edition). Petaluma: World Trade Press. Available as e-book in Ebrary via Nelliportaali.

WTO (2015): Understanding the WTO. Available from WTO website:

https://www.wto.org/english/thewto_e/whatis_e/tif_e/understanding_e.pdf

Master students in business law may substitute this book by a written essay based on a guest lecture.

Prerequisites: -

Rating: 1-5/failed.

Contact Person: Mika Kärkkäinen

Right to Participate: Talousoikeuden pääaineopiskelijat sekä Laskentatoimen ja rahoituksen pääaineopiskelijat. Open also for exchange students.

Additional Information: Level: Graduate.

International Taxation

Code: TOIK3052

Credit Units: 6 ECTS

Time: Period 2

Content: The main focus of the course is on the principles of international individual and business taxation, European tax law, tax treaties, international tax competition, exchange of information and other ways of coping with tax avoidance and tax evasion.

Learning Outcomes: By the end of this course, students have a comprehensive view of international taxation. Students also have an understanding of the national provisions, European tax law and the tax treaties as a part of the system of the international taxation.

Teaching: Lectures 12 hours and group assignments. Attendance is not compulsory in the lectures but highly recommended. The students have to read up about the material given in advance. Participation in the group sessions is compulsory.

Assessment: Exam and group assignments. Student may use the law book in the exam. The law book is only available in Finnish and Swedish. The student has to become acquainted with the central sources of international tax law when studying the literature. The slides used in the lectures will be available on Moodle.

Literature:

1. Introduction to European Tax Law: Direct Taxation (2016) Editors: Lang Michael, Pasquale Pistone, Josef Schuch and Claus Staringer. 4th edition. Linde. Vienna.

2. Helminen, Marjaana (2016). Finnish International Taxation. 3rd ed. This book is also available on up-to-date e-book. Helsinki: University of Helsinki, Faculty of Law.

3. Articles and other material the lecturer informs.

4. Legislation in accordance with what the lecturer informs.

Prerequisites:

Rating: The exam is graded 1-5/failed. The group assignment is either pass or failed.

Contact Person: Juha Lindgren.

Right to Participate: -

Additional Information: -

International Law of Contract

Code: TOIK3048

Credit units: 6 ECTS

Time: Period 2

Content: Legal Regulation of International Contracts. Differences in the field of Contract Law in differing legal cultures and the impact of those on business. Differing contents of legal concepts and lines of thinking relevant to legal liability in different countries.

Learning Outcomes: Student is familiar with legally relevant lines of thinking of business partners from different countries. Student recognizes risks arising from legal differences and is able to control them.

Teaching: Lectures 20 h.

Assessment: Written examination.

Literature:

1. Haapio, Helena & Siedel George J. (2013) A Short Guide to Contract Risk.
2. Smits, Jan M. (2014) Contract Law, A Comparative Introduction.

Contact Person: Pekka Vainio

