
10

DEPARTMENT OF MARKETING AND MANAGEMENT

(Markkinoinnin ja johtamisen laitos)

- International Business
 - Marketing
 - Organization and Management
 - Economic Geography
 - Entrepreneurship and SME Business Management
-

COMMON SCIENTIFIC
DOCTORAL STUDIES
30 credit points

**MAJOR SUBJECT STUDIES AND RESEARCH-
RELATED STUDIES 30 credit points**

**Major Subject Studies 18 credit points and
Research-Related Studies 12 credit points**

DISSERTATION 180 credit points
D.Sc. (Econ.), Ph.D.

LICENTIATE
THESIS
90 credit points
Lic.Sc.

10.1 International Business (Kansainvälinen liiketoiminta)

DEGREE REQUIREMENTS AND STRUCTURE

1. Common Scientific Doctoral Studies, 30 ECTS credits

This module comprises three "baskets", each worth a minimum of 6 ECTS CREDITS. The requirements for this module are described earlier in this Study Guide, section 5.

2. Major Subject Studies and Research-Related Studies, 30 ECTS credits

The studies of this section are divided into the Major Subject Studies, which represents 18 ECTS credits and a fully discretionary quota, i.e. Research-Related Studies, which completes the remaining 12 ECTS credits.

2.1 Major Subject Studies 18 ECTS credits,

This module consists of literature on general theory of international business, methodology, Research Seminar and a research paper.

26L200 11 Research Seminar 0 ECTS credits

26L302 11 Research Paper 0 ECTS credits

26L301 11 Theories and Research in International Business 6 ECTS credits

26L303 11 Research Methods in International Business 6 ECTS

26L304 11 Globalization and International Business Management 6 ECTS

2.2 Research-Related Studies, 12 ECTS credits

The fully discretionary quota supports the doctoral student's own research. It is jointly decided upon by the professor and the doctoral student. For example, courses organized by FIGSIB (see [www](#) links below) can be taken in this quota. Also seminars, working papers, conference papers presented and/or accepted in conference proceedings may also be included, but require approval by the professor. Also, doctoral and advanced master level courses provided by the Department of Marketing and Management and other departments can be included in this quota.

A separate application form is required for including in the degree a course which has been taken outside HSE. The form (including instructions) can be downloaded from the website of the Center for the Doctoral Program. Please fill in the form and deliver it to the assistant responsible for IB doctoral studies.

Licentiate degree (Lic.Sc) 150 ECTS credits

It is recommended that students aim immediately for a doctorate. Doctoral students (D.Sc (Econ.) degree) can, however, first produce a licentiate thesis of 90 credits; a licentiate degree (Lic.Sc) thus consists of 60 ECTS credits of course work (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the Licentiate Thesis (26L150 00, 90 ECTS credits)

Doctoral Degree 240 ECTS credits

Doctoral students can progress directly towards a doctorate degree (DSc (Econ) or PhD) by producing and presenting a doctorate thesis (75T000 00), which corresponds to 180 ECTS credits. In that case, the doctorate degree consists of 60 ECTS credits worth of course work (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the Doctoral Thesis (26T000 00, 180 ECTS credits)

Professor Asta Salmi is in charge of doctoral studies (contact information, see section 2.9)

We encourage our students to participate **actively in international courses, workshops and conferences**. Furthermore, we recommend that students consider doing a part of their studies or research at a foreign business school or university.

MAJOR SUBJECT STUDIES

26L200 11	Research Seminar	0 ECTS credits
------------------	-------------------------	-----------------------

Objective: The purpose of the Research Seminar is to support students in starting their research and to provide support in the actual research process. The seminar encourages students to actively present and critically evaluate research papers. The research seminar simultaneously develops both written and spoken skills.

Contents: The research seminar consists of two parts: progress seminars and discussion seminars. Doctoral students present their research proposals and progress of their research in the progress seminars that are organized at least once an academic semester. In the discussion seminars topical research themes such as the future of international business studies and the preliminary examination process are discussed. Outside contributors (also from abroad) are invited to make presentations.

Requirements: Students are required to present their research and act as discussants in the progress seminar at least once an academic year. Also, regular and active participation in the discussion seminars is expected. Before the preliminary examination process the student has to present the entire doctorate (licentiate) thesis in a public seminar.

Teaching: Prof. Asta Salmi, Prof. Rebecca Piekari, and other IB Professors will supervise the seminars during the full academic year. Other IB faculty and visiting foreign professors and scholars will also attend the seminars and give tutorials to doctoral students. Seminar schedule and further information will be sent to IB doctoral students at the beginning of each academic semester by email. The seminar language is English.

Grading: pass/ fail

26L302 11	Research Paper	0 ECTS credits
------------------	-----------------------	-----------------------

Objective: The student acquires capabilities needed in publishing a conceptual paper.

Contents: The student writes a comprehensive research paper (“summer paper”) relating to his/her research topic.

Requirements: The paper is written within the first years of the doctorate studies and is ready to be submitted for a referee process.

Teaching: Students and their supervising professor jointly agree on the topic and writing schedule.

Grading: pass/ fail

26L301 11 Theories and Research in International Business 6 ECTS credits

Objective: The purpose of the course is to give an overview of the main theories, research traditions and studies in the area of international business.

The course is organized by the Finnish Graduate School of International Business (FIGSIB) and is compulsory for IB doctorate students.

Contents: The key areas of focus are International business: the field and how to contribute, international business networks, contemporary research approaches to the MNC and international human resource management, FDI theories, and internationalization process models. The course is composed of an intensive seminar with extensive reading package and a course paper.

Teaching: The course will be lectured during the fall term 2009 at the University of Vaasa. Detailed schedule and literature will be specified later by the course lecturers. Consult <http://hkkk.fi/katajaw/> for further information.

Grading: points (0-100)

The remaining 12 ECTS credits are completed by taking the Research Methods in International Business (6 ECTS credits) and the Globalization and International Business Management (6 ECTS credits) courses. Inclusion in this quota of courses offered by the Finnish doctoral program in business studies (KATAJA) and its graduate schools and by the Nordic Research School in International Business (Nord IB) must be discussed with the supervising professor (see www links below).

26L303 11 Research Methods in International Business 6 ECTS credits

Objective: The purpose of this course is to introduce students to the diversity of ways of conducting case study research and to improve their own research practice. After this course, the doctoral student will be able to evaluate case research and enhance his/her own case study design.

Structure: The course consists of two parts. The first part is a series of 6 seminars to take place between November 30 and December 11, 2009. For this part students are expected to complete a pre-assignment, present their own case study design, write an analysis of a selection of articles, and actively participate in class discussions. The second part is a short essay (10-15 pages) based on the book: MARSCHAN-PIEKKARI, R. & WELCH, C (eds.), Handbook of Qualitative Research Methods for International Business. Cheltenham, UK: Edward Elgar, 2004.

Lecturers: Professor Rebecca Piekkari (HSE) and Dr. Catherine Welch (University of Sydney, Australia)

Seminar readings: Selected articles.

Enrolment: Students should enroll by e-mailing the IB doctoral studies assistant. This email should contain a description of the student's research field, the name of their supervisor, their stage of research, and a brief description of the case study design they are using or proposing to use. The number of participants will be limited to 25 students.

Time and Place: November 30- December 11, 2009, at the Helsinki University of Technology.

For more information please contact the IB doctoral studies assistant.

Grading: points (0-100)

26L304 11 Globalization and International Business Management 6 ECTS credits

Objective: This course is in an essay format. The essay topics and related readings aim to familiarize the student with a contemporary view on internationalization and broaden the understanding of the management issues in multinational corporations.

Reading list: A selection of books and/or articles related to a chosen topic.

Requirements: Students are required to write a 8000-9000 words essay on one of the essay topics grouped under the following broad themes: 1) Internationalization and globalization of the firm, 2) Multinational management and international human resource management, 3) International business networks and their management. Once the student has notified the IB doctoral studies assistant of his/her interest in the course he/she will be sent a list of essay topics, each with their own reading package. After a topic has been chosen the student then has 3 weeks to write the essay and submit it back to the assistant. Please contact the IB doctoral studies assistant for more information.

Grading: points (0-100)

Key sources for international business courses and tutorials outside HSE:

Graduate Schools:

The Finnish doctoral program in business studies (KATAJA)/

The Finnish Graduate School of International Business (FIGSIB)

<http://hkkk.fi/katajau>

The Nordic Research School of International Business (Nord IB)

<http://nord-ib.fek.uu.se/>

International tutorials, workshops and conferences

The Academy of International Business <http://aib.msu.edu/>

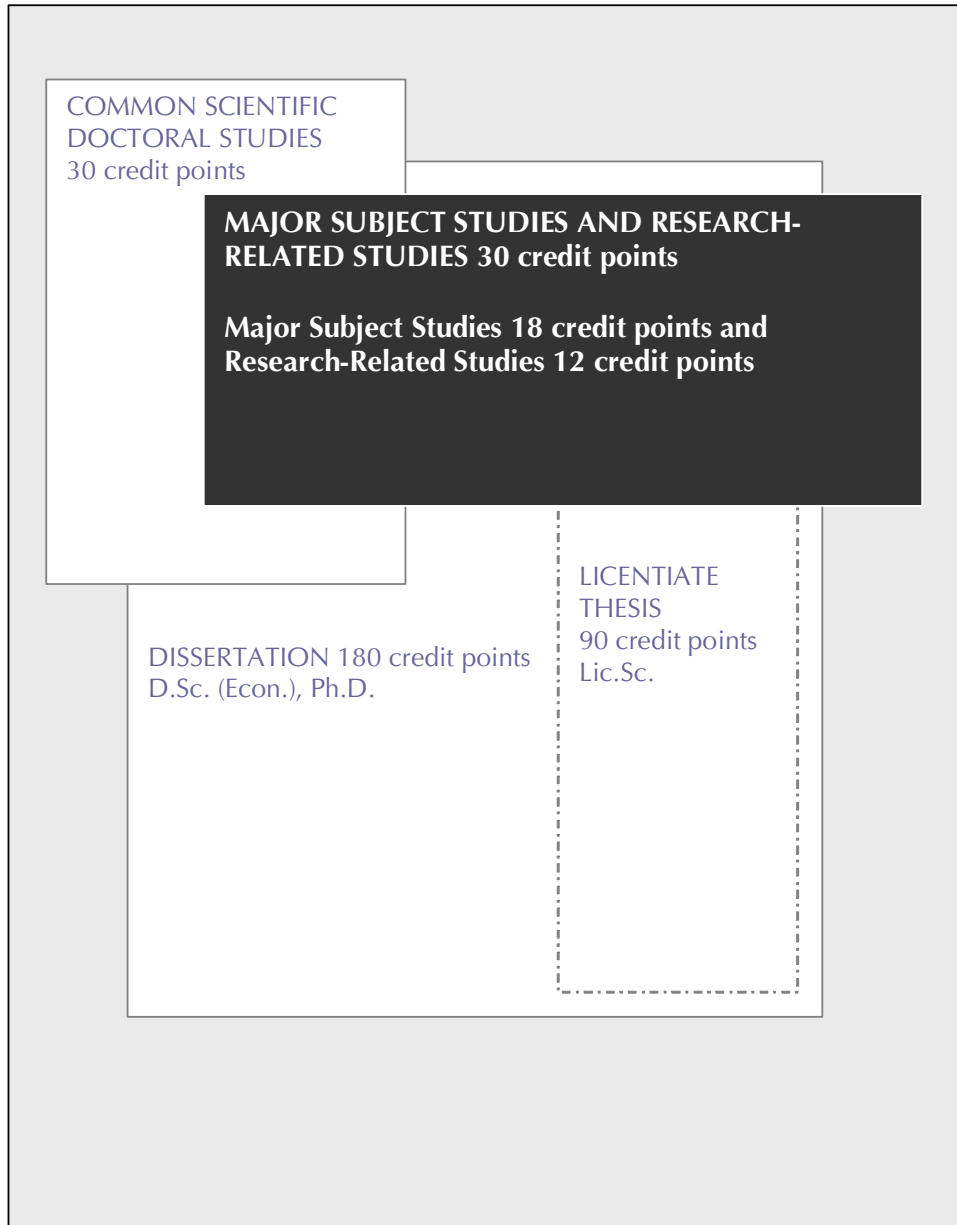
The European Institute for Advanced Studies in Management (EIASM) / The European

International Business Academy (EIBA) <http://www.eiasm.be>

CEMS, the global alliance in management education, doctoral workshops

<http://www.cems.org/general/phd/workshops.php>

10.2 Marketing (Markkinointi)



DEGREE REQUIREMENTS AND STRUCTURE

1. Common Scientific Doctoral Studies, 30 ECTS credits

See chapter 5.

2. Major Subject Studies and Research-Related Studies, 30 ECTS credits

2.1 Major Subject Studies 18 ECTS credits

The Major Subject Studies comprise:

23L200 11 Research seminar (0 ECTS credits)

Essentials in marketing (18 ECTS credits):

Part 1: Research traditions in marketing (6 ECTS credits)

Part 2: Methods and methodologies in marketing (6 ECTS credits)

Part 3: Fields of specialization in marketing (6 ECTS credits)

2.2 Research-Related Studies, 12 ECTS credits

These studies should relate to students' own licentiate or doctoral studies. These studies can be completed with seminars, courses, literature or written discourses approved by the instructor. Research-related studies can include doctoral and advanced courses from the marketing department and other departments. Their descriptions are found in the study guide. Also a case writing course can be a part of research related courses.

More information in the following pages.

3. Licentiate thesis 90 ECTS credits /Doctoral thesis 180 ECTS credits

Licentiate degree (Lic.Sc) 150 ECTS credits

Doctoral students (DSc (Econ.) degree) can complete a licentiate thesis of 90 ECTS credits; a Licentiate degree (Lic.Sc), thus, consists of 60 ECTS credits of course work (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the Licentiate Thesis.

23L150 00 The Licentiate Thesis, 90 ECTS credits

Doctoral Degree 240 ECTS credits

It is recommended that doctoral students progress directly towards the doctorate degree (DSc (Econ) or PhD) by authoring and presenting a doctoral thesis (75T000 00) which corresponds to 180 ECTS credits. In that case, the degree consists of 60 ECTS credits worth of course work, (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the Doctoral Dissertation.

23T000 00 The Doctoral Dissertation, 180 ECTS credits

Professor Johanna Moisander is in charge of doctoral studies in Marketing (see section 2.9 for contact details).

Students who did not major in marketing for their master's degree will be required to do complementary masters's level studies in marketing.

MAJOR SUBJECT AND RESEARCH AREA STUDIES (30 ECTS credits)

2.1 Major Subject Studies 18 ECTS credits

23L200 11 Research Seminar

0 ECTS credits

The purpose of the Marketing Research Seminar is to offer graduate students and faculty members an opportunity to present and discuss their work in an intellectually inspiring and constructive academic environment. It consists of presentations by doctoral students, faculty members, and visiting scholars with open discussion. The objective, is to assist graduate students in designing, implementing, writing-up, and presenting their research projects.

The seminar is open to all HSE scholars and graduate students and the goal is to provide an ongoing venue for multidisciplinary discussion and debate on hot topics and recent developments in marketing and consumer research.

During the academic year of 2009-2010 the seminar will be offered approximately twice a month. Please see the seminar website for more information: <http://cie.hkkk.fi/mmresearch>.

The completion of the research seminar requires regular and active participation and presentations (e.g. research proposals and progress reports) by the student.

Grading: pass/fail

NOTE: Before the preliminary examination procedure can begin, the student must present his/her proposal of research in a seminar. In marketing the procedure for this final seminar presentation is following:

When the PhD candidate and his/her primary supervisor decide to begin the preliminary examination procedure (i.e. the manuscript is completed):

1. The complete manuscript is sent to the Head of Department and the Supervisor of the Doctoral Program in Marketing, who will give their affirmation
2. Two peer-reviewers will be appointed to review the manuscript and comment on it in the manuscript seminar. One of the reviewers is a PhD candidate, and another a senior researcher (post-doc).
3. The assistant of the Doctoral Program in marketing is notified of the forthcoming seminar. The assistant will organize, coordinate, and schedule the seminar, make the necessary reservations and handle the official procedures to inform the Center for the Doctoral Program, the marketing faculty, and the graduate student body.

4. The PhD candidate submits a copy of his/her manuscript to the assistant of the Doctoral Program. This copy will be available on request to students and faculty.
5. For the manuscript seminar the PhD candidate prepares a presentation, which includes
 - a. The research objectives
 - b. Theoretical positioning and contribution
 - c. Research methodology
 - d. Main findings

After the manuscript seminar the PhD candidate can request preliminary examiners by delivering a letter addressed to the Council for Academic Affairs to the Registrar's Office. The complete procedure is described in the "Instructions to examiners for evaluation of doctoral dissertations", which is available at <http://www.hse.fi/EN/education/doctoral/studies/dissertations/dissertation>.

If you have questions concerning the final seminar, please contact assistant Ilona Mikkonen, [ilona.mikkonen\(at\)hse.fi](mailto:ilona.mikkonen(at)hse.fi)

Essentials in Marketing

18 ECTS credits

This module consists of courses dealing with the evolution of marketing, research methods in marketing, and general theories in marketing. The module consists of three parts, which all have to be completed satisfactorily.

Students may substitute some of the courses with other similar courses, but they must consult with their thesis advisor about this possibility first. Substitute studies may include courses provided by other departments at HSE, KATAJA (<http://www.hkkk.fi/katajaw>) or by other universities (e.g. <http://www.helsinki.fi/joo>) and international organizations (e.g. EDAMBA <http://www.edamba.eu/>, EIASM <http://www.eiasm.be>, and EMAC <http://www.emac-online.org>).

PART 1: Research traditions in marketing (6 ECTS credits)

23L30211 Research Traditions in Marketing: independent learning course

The objective of the course is to develop students' research skills and provide them with improved capabilities for making informed and well-justified theoretical choices in their own research. The course familiarizes students with basic research paradigms, traditions and theories in the field of marketing and consumer research. It also provides students with examples of how these theories and approaches can be applied in research practice. Course work is based on a set of learning exercises and independent study of seminar articles published in the top journals of the field. Learning outcomes will be assessed based on a term paper.

Grading: points (0-100)

Instructors: Dr. Johanna Moisander (course supervision). The term paper will be assessed by each student's supervisor

More information: <https://cie.hkkk.fi/23L30211>

PART 2: Methodologies and methods in marketing (6 ECTS credits)

23L30511 Methodological approaches to Marketing: independent learning course

The objective of the course is to develop students' abilities to design and carry out methodologically sophisticated and empirically well-grounded research in the field of marketing and consumer inquiry. The course develops students' research skills, and provides them with improved capabilities for making informed and well-justified methodological choices. The course familiarizes students with basic methodological approaches to marketing and consumer research and provides examples of the use of both quantitative and qualitative methods in research practice. Course work is based on a set of learning exercises and an independent study of seminar articles published in the top journals of the field. Learning outcomes will be assessed based on a term paper.

Grading: points (0-100)

Instructors: Dr. Johanna Moisander (course supervision). The term paper will be assessed by each student's supervisor

More information: <https://cie.hkkk.fi/23L30511>

PART 3: Fields of specialization in marketing (6 ECTS credits)

Fields of specialization in marketing consist of the following courses, of which students need to choose one. See the Master's program study guide for further information. Please note that only courses that have *not* been used to fulfill the requirements for a master's degree may be chosen.

- 23E21000 Marketing Principles: markets, relationships, and networks (6ECTS cr)
- 23E23000 Markkinastrategia ja kilpailuosaaminen (6ECTS cr)
- 23E24000 Brand management (6ECTS cr)
- 23E25000 Kaupan liiketoimintamallit ja markkinointi (6ECTS cr)
- 23E26000 Kaupan sijainti ja toimintaympäristö (6ECTS cr)
- 23E27000 Kaupan arvoketjun johtaminen (6ECTS cr)
- 23E28000 Advanced consumer behavior (6ECTS cr)
- 23E30000 Mainonta ja kulutus (6ECTS cr)
- 23E31000 Kulttuurin markkinointi (6ECTS cr)
- 23E32000 Tiedon ja tietämyksen johtaminen (6ECTS cr)
- 23E33000 Innovaatiojohtaminen ja markkinointi (6ECTS cr)
- 23E34000 Hintajohtaminen (6ECTS cr)
- 23E35000 Marketing strategies in high-tech markets (6ECTS cr)
- 23E37000 Tuote- ja palvelujohtaminen (kirjatentti) (6ECTS cr)
- 23E38000 Competitive strategy and competitive advantage (book exam) (6ECTS cr)
- 23E41000 Jakelu- ja hintajohtaminen (kirjapaketti) (6ECTS cr)
- 23E42000 Project Marketing (6ECTS cr)
- 23E43000 Strategisen markkinoinnin tutkimuskurssi (6ECTS cr)

23E44000 Business networks – Analysis and Management (6ECTS cr)
23E45000 Advertising and consumer research (6ECTS cr)
23L301 Marketing Models – (book exam) (6ECTS cr).
23E51000 Marketing and Management of Innovation
23E52000 Sales Management (6ECTS cr)
23E53000 Brand in Strategic Marketing (6ECTS cr)
23E54000 Kaupan yhteiskuntasuhteet
23E55000 Erikoiskauppa ja kauppakeskusten johtaminen (6ECTS cr)
27E02000 Models in Marketing (6ECTS cr)
71E00500 Mainosviestin retoriikka (6ECTS cr)

2.2 Research-Related Studies, 12 ECTS credits

Research-related Studies consist of elective, graduate level studies that support students' thesis work more directly. Students may complete this module by, e.g., participating in seminars and conferences, taking international PhD courses, or by writing literature essays and working papers on their research topics. Students are required to consult their thesis advisors for approval of their course selection.

23L40022 Longitudinal Methods in Business Research 3 ECTS credits

Students understand various longitudinal research methods and approaches and they are able to apply these methods in their own research. Students understand the links between method, data and research design. Students are able to critically assess the pros and cons of different longitudinal analytical tools. Students know how and where to collect longitudinal databases. During the course, different methods and research streams utilizing longitudinal data are introduced and discussed, such as historical analysis in management studies, event data analysis, process research, and retrospective analysis, evolutionary approaches to business research, longitudinal field studies, longitudinal case study, validity and reliability of longitudinal methods.

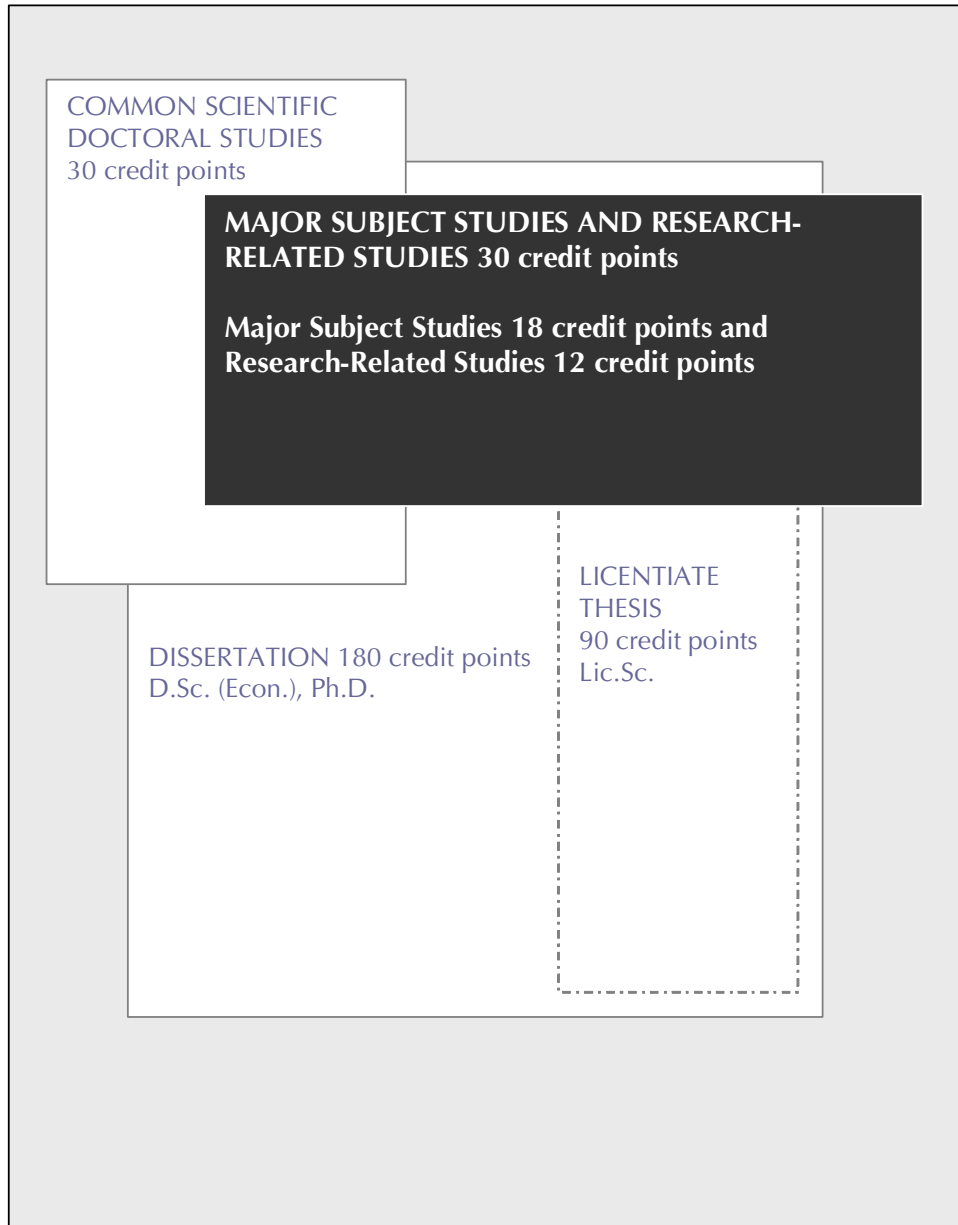
Teacher: Associate researcher Mika Skippari

Time: Fall 2009, first period

Grading: Points (0-100)

NOTE: Students from other departments are welcome on the course. This course can also be a substitute for 90L59002 (Optional Methodological course). For more information, please contact Professor Johanna Moisander.

10.3 Organization and Management (Organisaatiot ja johtaminen)



The discipline of organization and management welcomes postgraduate students who are enthusiastic about research and open to new ideas and research practices. In addition to the more traditional ways of doing research, the supervisors encourage students to consider non-mainstream approaches to research.

Our discipline offers an active and well-established research community for postgraduate students. The learning processes of individual students evolve in interaction with other students and senior researchers. With the help of the researcher community, students are able to create contacts with a wide and diverse network of researchers in Finland and abroad.

Practicing research is the only way to learn how to do research. We appreciate serious interest in research, honest communication and a critical attitude towards the creation of knowledge. We respect diversity and place high value on co-operation between independent researchers. Meaningful work can only flourish in a community that appreciates good human relationships in the workplace.

We advise the applicants to discuss their research subjects, financing and details of the application with the professors or other senior researchers in our discipline before completing the application. Applicants should attach an introductory research plan, a short description of wider research interests, and a more detailed study plan with the application.

Professor Janne Tienari is in charge of doctoral studies in organization and management (for contact information, see section 2.9).

DEGREE REQUIREMENTS AND STRUCTURE

1. Common Scientific Doctoral Studies, 30 ECTS credits

See chapter 5.

2. Major Subject Studies and Research-Related Studies, 30 ECTS credits

2.1 Major Subject Studies 18 ECTS credits

“Professionals at Academic Work” (21L35511, 6 ECTS credits) is an obligatory part of the major subject studies. All new post-graduate students are also expected to take the introductory course “Getting started” (21L25000, 3 ECTS credits) along with the “Research paper” (21L25100, 3 ECTS credits) at the beginning of their studies. In addition students should take courses worth 6 ECTS credits or alternatively write working papers in the field of organization or management. Students are expected to participate actively in the weekly research seminar (21L20011, 0 ECTS credits) of the research community.

2.2 Research-Related Studies, 12 ECTS credits

Research-related studies develop students in their own field of research. We encourage doctoral students to write and present research reports and working papers regularly, and participate in the courses and conferences related to their own fields of interest. Participation in the courses, tutorials and seminars offered by KATAJA Graduate Schools (<http://www.hkkk.fi/katajaw>) and other Finnish and International Universities are accepted as major subject studies and research-related studies (for detailed information see the web pages mentioned after the course descriptions). Students can also propose literature exams from their own research area. The supervisor approves the major subject studies and the research-related studies of each student. For further information please contact the assistant for doctoral studies in organization and management.

Licentiate degree (Lic.Sc) 150 ECTS credits

We recommend that students aim directly for a doctorate. Doctoral students (DSc (Econ.) degree) can, however, first produce a licentiate thesis of 90 ECTS credits. A licentiate degree (Lic.Sc) consists of 60 ECTS credits of course work (common scientific doctoral studies as well as major subject studies and research-related studies) and the licentiate thesis.

21L150 00 The Licentiate Thesis, 90 ECTS credits

Doctoral Degree 240 ECTS credits

Doctoral students can progress directly towards a doctorate (DSc (Econ.) or PhD). The doctorate consists of 60 ECTS credits worth of course work (common scientific doctoral studies as well as major subject studies and research-related studies) and the doctoral dissertation.

21T00000 The Doctoral Dissertation, 180 ECTS credits

Teaching in English:

21L20011 Research Seminar

0 ECTS credits

The research seminar is organized weekly as a discussion forum that brings together doctoral students, faculty members and visiting scholars in the discipline of organization and management. The purpose of the seminar is to offer a constructive and informal academic environment, in which researchers can discuss their work. For doctoral students, the seminar offers a place in which they can present their thesis project, and become familiar with other researchers' projects and vital debates in the discipline of organization and management.

Active participation and presentation of one's own thesis project in the research seminar is an important part of doctoral studies. It is advisable to plan in advance the seminar presentation together with your thesis advisor and the coordinators of the seminar. With the help of the coordinators you can also organize "working seminars" in fields of your own interest.

Doctoral students are required to present a draft version of their licentiate or doctorate thesis in the research seminar before their thesis examination. For more information contact your thesis advisor and tohtori@hse.fi.

The research seminar of organization and management is offered on Fridays (14-16) and it is coordinated and partly organized in cooperation with the doctoral program of marketing. More information including the seminar program will be provided at the beginning of the fall term. For more information please see also (<https://cie.hkkk.fi/mmresearch/management.htm>)

21L35511 Ammattitaidon kehittäminen yliopistotyössä / Professionals at academic work

6 ECTS credits

Contact Prof. Keijo Räsänen (keijo.rasanen@hse.fi) if you want to take the course 21L35511 in English.

21L25000 Getting started 21L25100 Research paper

**3 ECTS credits and
3 ECTS credits**

How to get started with your doctoral studies? This introduction is designed to support the beginning researcher in a journey toward becoming a researcher, building a network of research contacts, understanding the work and culture of doing research and planning the personal program for your doctoral studies. The introduction involves

regular discussions between the student and the research advisors. During these discussions, an individual plan for each doctoral student is designed and agreed upon to support the immersion of a doctoral student in the world of research. More detailed information is available in September 2009. Contact Professor Liisa Välikangas (liisa.valikangas@hse.fi) with possible questions regarding the introduction.

After the introduction, students are expected to write a Research Paper related to their doctoral research. The Research Paper should be presented at the annual Organization and Management tutorial in the Spring (more information to follow). It is also strongly recommended that all doctoral students attend the Friday research seminar in Organization and Management.

All new post-graduate students in Organization and Management are expected to take this introductory course and participate in the tutorial.

Teaching: Fall 2009.

Grading: Pass/fail

APPLICABLE COURSES FOR MAJOR SUBJECT STUDIES AND RESEARCH-RELATED STUDIES:

Master's level courses in Organization and management in English:

- 21E01050** Management and Strategy Making, book exam, 6 ECTS credits
- 21E02050** Strategic Human Resource Management, book exam, 6 ECTS credits
- 21E03050** Organizational Culture, book exam, 6 ECTS credits
- 21E00600** Human Resource Development, 6 ECTS credits
- 21E00700** Strategy Work in Global Context, 6 ECTS credits
- 21E80000** Gender, Organizations and Management, 6 ECTS credits
- 21E90000** Managing Change, 6 ECTS credits

See the [Master's level study guide](#) for more information.

OTHER POST-GRADUATE COURSE OFFERINGS

KATAJA: (<http://www.hkkk.fi/katajaw>)

- Courses in Qualitative methodology
- General courses in the fields of Management and Organization
- Special courses in different research fields

GRADUATE SCHOOLS:

- The Graduate School of Management and Information Systems Studies (GRAMIS) http://project.hkkk.fi/katajaw/index_eng.htm
- The Finnish Post-Graduate School in Science and Technology Studies (Titeko) <http://www.valt.helsinki.fi/blogs/titeko/>

- Yhteiskunnallisen ympäristöalan valtakunnallinen tutkijakoulu (YHTYMÄ)
<http://www.uta.fi/laitokset/yhdt/english/index.php>
- The Finnish Post-Graduate School in Social Sciences (SOVAKO)
<http://www.uta.fi/laitokset/iss/tamcess/sovako/>

EDAMBA: European Doctoral Programmes Association in Management and Business Administration

<http://www.edamba.eu/>

Organizes an annual summer school and courses in different fields of research.

EGOS: European Group for Organizational Studies

<http://www.egos.cbs.dk/>

Organizes tutorials for doctoral students in connection with the yearly colloquium.

NORDIC ACADEMY OF MANAGEMENT (Nordiska Företagsekonomiska Föreningen, NFF)

<http://www.nordicacademy.org/eindex.htm>

Organizes tutorials every second year together with a conference.

EURAM: European Academy of Management

<http://www.euram-online.org/>

ACADEMY OF MANAGEMENT (USA)

<http://www.aom.pace.edu/>

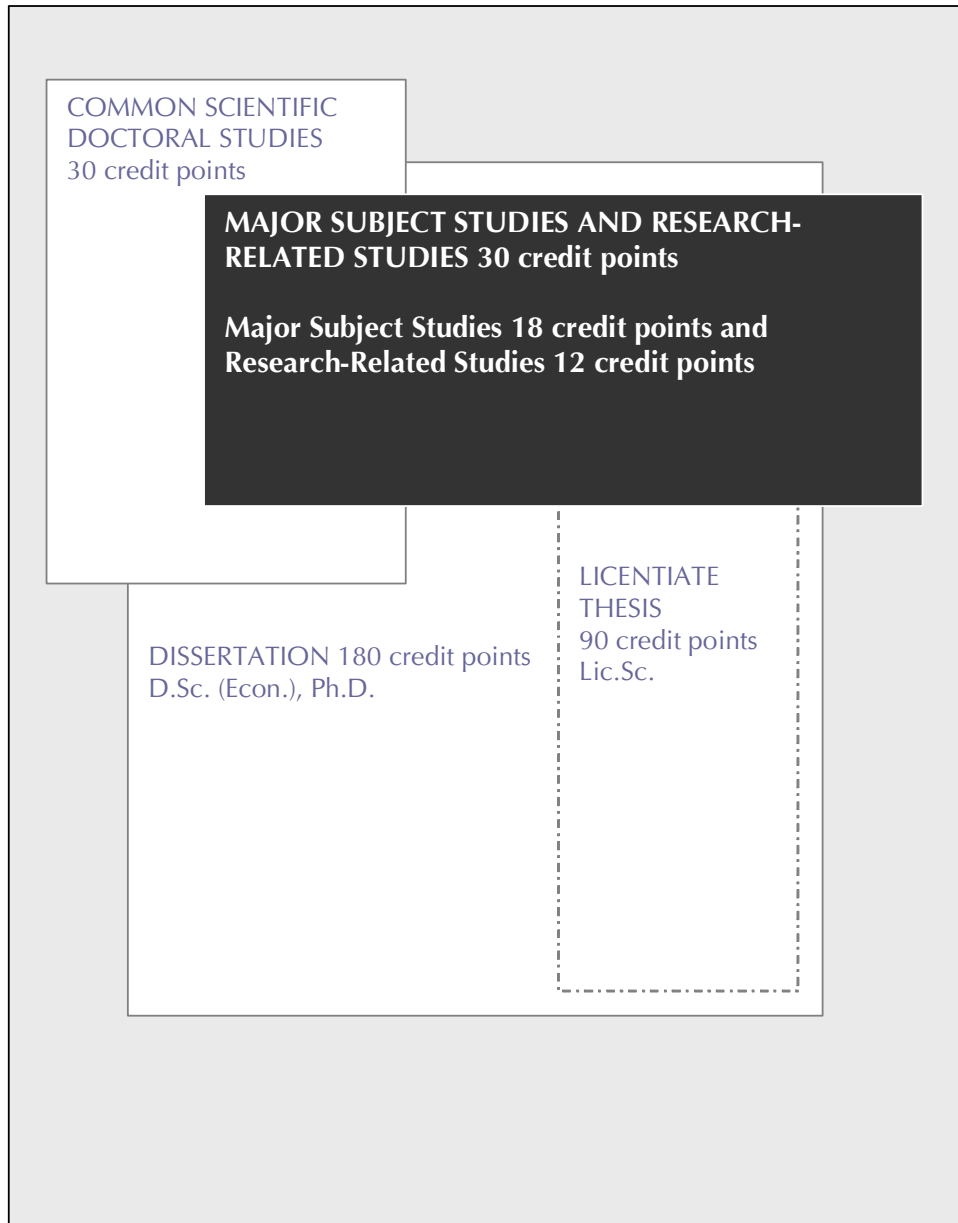
Organizes courses and seminars in the fields of management and organization research together with the yearly conference.

EIASM: European Institute for Advanced Studies in Management

<http://www.eiasm.be>

Organizes summer schools, workshops and tutorials for doctoral students.

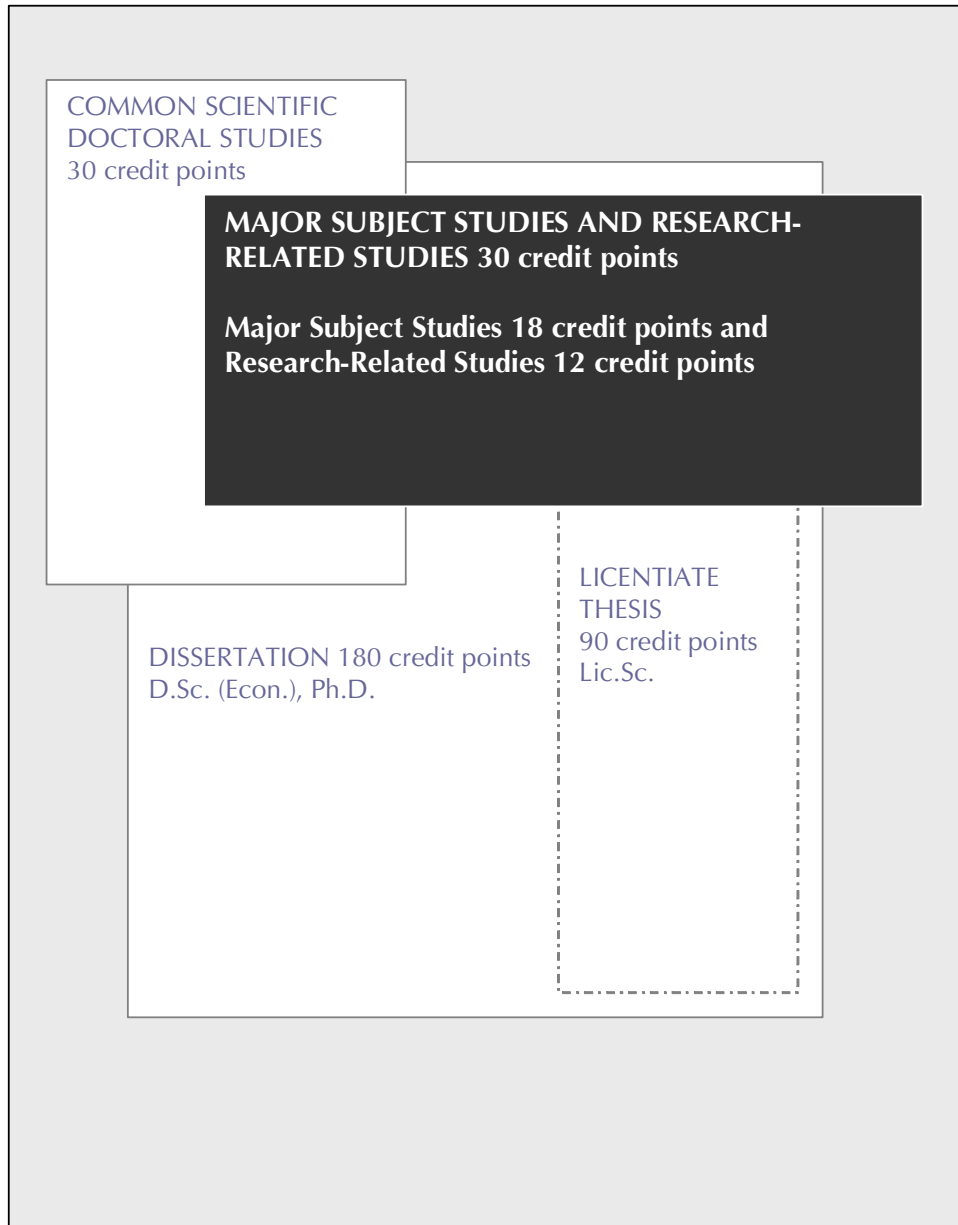
10.4 Economic Geography (Talousmaantiede)



DEGREE REQUIREMENTS AND STRUCTURE

The requirements and courses of the doctoral program in Economic Geography can be found in the HSE Study Guide for Doctoral Students 2008-2009. Due to the retirement of the professor, the situation of each doctoral student in the program of Economic Geography will be reviewed on an individual basis. Please contact head of the Department of Marketing and Management, professor Henrikki Tikkanen (tel. 09 43138780, henrikki.tikkanen(at)hse.fi) for a consultation.

10.5 Entrepreneurship and SME Business Management (Yrittäjyys ja pienyritysten johtaminen)



DEGREE REQUIREMENTS AND STRUCTURE

1. Common Scientific Doctoral Studies, 30 ECTS credits

See section 5.

2. Major Subject Studies and Research-Related Studies, 30 ECTS credits

2.1 Major Subject Studies 18 ECTS credits

The Major Subject Studies comprise:

25 L200 11 Research Seminar 0 ECTS credits

Choose three from the following alternatives:

25E32000 Entrepreneurship as a field of science 6 ECTS credits, if not included in master's degree programme

25L30111 International research on entrepreneurial behaviour 6 ECTS credits

25L30211 Methodological development in entrepreneurship research 6 ECTS credits

Alternative **Reading package** for 6 ECTS credits

International doctoral courses relevant to entrepreneurship as a field of science, entrepreneurial behaviour and/or methodological development in entrepreneurship research approved by course instructors.

2.2 Research-Related Studies, 12 ECTS credits

These studies consist of the international research problem oriented doctoral courses in entrepreneurship or literature on research problem specific entrepreneurship theories, traditions and methodologies approved by the supervisor.

Licentiate degree (Lic.Sc) 150 ECTS credits

Doctoral students (DSc (Econ.) degree) can first produce a licentiate thesis. A licentiate degree (Lic.Sc) entails 60 ECTS credits of course work (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the licentiate thesis.

25L150 00 The Licentiate Thesis, 90 ECTS credits

Doctoral Degree 240 ECTS credits

Doctoral students can progress directly towards a doctorate (DSc (Econ) or PhD). The doctorate consists of 60 ECTS credits of course work (Common Scientific Doctoral Studies as well as Major Subject Studies and Research-Related Studies) and the doctoral dissertation.

25T000 00 The Doctoral Dissertation, 180 ECTS credits

Professor Arto Lahti and Professor Paula Kyrö are in charge of the doctoral programme in Entrepreneurship and SME Business Management (contact information, see section 2.9).

MAJOR SUBJECT STUDIES

25L200 11 Research seminar 0 ECTS credits

The research seminar is a compulsory part of the major subject

Within the first year of postgraduate studies, students are expected to present a research plan which is reviewed in the research seminar. In addition, they are expected to report regularly on the progress of their studies, and give a final presentation of their theses before submitting it for official review.

Content: Presentations and theses by students are reviewed and discussed during the seminar.

Teaching time and format: seminars 28 h, Tuesdays at 4 p.m. to 6 p.m.

Requirements: Regular and active participation in seminar work, as well as giving four presentations before the final public defence of the dissertation.

Teaching: Prof. Arto Lahti and Prof. Paula Kyrö will supervise the seminar throughout the year.

Grading: Pass/ fail

25L30111 International research on entrepreneurial behaviour 6 ECTS credits

Status of the course: Doctoral level

Objective: The objectives of the course are threefold:

1. To introduce students to the current state of research on entrepreneurial behaviour
2. To learn how to theoretically conceptualize and argue for choices in this field
3. To increase students' ability to critically and innovatively apply these theories in their own research process

Contents: The focus is on the recent developments of the process approach to individual and collective entrepreneurial and enterprising behaviour and learning. Characteristic of the current research of entrepreneurial behaviour is the shift from content-orientation towards processes, expanded scope from start-up problems to the pre-intention and intention phases as well as to different phases of organization's life-

cycle. These developments have brought together multidisciplinary research, for example, from economics, sociology, management, marketing, strategy, education and geography. Individual competences and abilities as well as public spheres, social aspects and organizational practices mould the current conceptualization of these processes. The current research adopts rather contextualised than isolated research settings and more than before views entrepreneurship as a dynamic learning and developmental process whatever the context.

Instructor: Professor Paula Kyrö.

Class meeting days and times: 32 contact hours on Tuesdays 12-16.00 during the second quarter of the fall term. Students are expected to participate in at least 7 out of 8 sessions.

The course will not be available in the academic year 2009-2010

Reading: Many articles and book chapters will be made available to students.

Evaluation and Grading: There will be 1) concept map assignment, 2) individual work 3) group work 4) peer evaluations as well as 4) learning reflection. Grading: 0-100

Registration: Through WebOodi

Language of instruction: English

This course is intended for postgraduates but master's students are also welcome. However, postgraduate students will be given priority if the course is full.

25L30211 Methodological development on entrepreneurship research 6 ECTS credits

Status of the course: Doctoral level

Objective: The objectives of the course are threefold:

- 1) To introduce the current state of the methodological approaches in international entrepreneurship research
- 2) To learn about the most recent emerging trends in methodological developments in this field
- 3) To understand the role and nature of methodological choices in a research process in this field

Content: The focus is on the one hand on the current state of the methodological approaches in the international entrepreneurship research and on the other on those opportunities offered by the newest developments in this field. It is intended to enhance the ability to understand the role and nature of methodological choices for improving one's own research.

Instructor: Professor Paula Kyrö.

Class meeting days and times: 32 contact hours on Tuesdays 12-16.00 during the first quarter of the spring term. Students are expected to participate in at least 7 out of 8 sessions.

The course will not be available in the academic year 2009-2010

Evaluation and Grading: There will be 1) individual article analysis 2) group work 4) peer evaluations as well as 3) learning reflection. Grading: 0-100

Readings: Many articles and book chapters will be made available to students.

Registration: Through WebOodi

Language of instruction: English

This course is intended for postgraduates but master's students are also welcome. However, postgraduate students will be given priority if the course is full.

25L30311 Entrepreneurship (reading package)

6 ECTS credits

Grading: pass/ fail

COHEN, K., CYERT, R. 1975. Theory of the Firm: Resource Allocation in the Market Economy, Second edition., Prentice-Hall Inc., Englewood Cliffs, New Jersey, 524 s.

or

Foss, N.J. and Mahnke, 2000, Competence, Governance and Entrepreneurship: Advances in Economic Strategy Research, New York: Oxford University Press.

or

RUMELT RICHARD P., SCHENDEL DAN E. and TEECE, DAVID J., ed., 1994, Fundamental Issues in Strategy. Harvard Business School Press, Boston, Massachusetts, 636 s.

or

[ACS](#) Z. J., [AUDRETSCH](#), D. B. ed., 2006, Handbook of Entrepreneurship Research: An Interdisciplinary Survey and Introduction (International Handbook Series on Entrepreneurship)

RESEARCH-RELATED STUDIES 12 ECTS CREDITS

These studies consist of international doctoral courses in entrepreneurship or a collection of articles and four books on research closely related to the dissertation as approved by the supervisor.

A possible alternative of international doctoral courses is European Summer University on Entrepreneurship and Entrepreneurship Education Research ESU (www.esu.fi)