

Courses available for exchange and visiting students

The following courses are open for the exchange and visiting students at the Department of Economics and Management, University of Helsinki. Please note, however, that these are advanced level courses (MSc level) and the courses have certain prerequisites, i.e. your previous studies (BSc level) need to provide the needed foundation for successful completion of the courses.

Please note that the latest information about the courses is found in [WebOodi](#). You can browse WebOodi without logging into the system, but you need to log in when you want to register for the courses.

Autumn term, periods I-II

		ECTS	Period	Arranged in odd or even years only
GENERAL COURSES/SUBJECT COURSES (no specific prerequisites needed)				
82321	Marketing and Customer Communication (NEUVO10)	3	II	
82015	Special Topics on EU and World Agriculture (MPOL5)	5	II	
81935	Institutions and Market Performance (MARK23)	5	II	
ADVANCED LEVEL COURSES (please note the prerequisites of each course)				
863056	Valuation of the Environment (YE13.7)	3	I-II	odd

Spring term, periods III-IV

		ECTS	Period	Arranged in odd or even years only
GENERAL COURSES/SUBJECT COURSES (no specific prerequisites needed)				
82316	Management and Leadership in Extension (NEUVO5)	5	III/IV	
82321	Marketing and Customer Communication (NEUVO10)	3	IV	
82001	Agricultural & rural policy of the EU (MPOL1)	5	III	
81810	Sustainable Agriculture & Rural development (MAL7)	3	III	
851019	Current issues in consumer economics (KE63)	5	III/IV	

82015 Economics of Food Supply Chains in the European Union (MPOL5), 5 cr

Target group	3rd year students, foreign students
Timing	The course is organised every year in the autumn term, II. period.
Objective	Students will have an understanding, how food supply chains are organised and function and how globalization of the food sector translates to Europe. The objective is to learn to find, analyse and interpret statistical information on the food chains including characteristic features such as production and market structures, trade etc. by calculating indicators of market shares, concentration, self sufficiency and foreign trade performance. The course exercise is a comparative research of selected countries and agrifood subsectors in which both research and presentation skills will be practiced.
Contents	The course includes the introduction of the basic terminology of agri-food sectors, globalisation, foreign trade, foreign direct investment and competitiveness. Special emphasis will be given to the transitions economies i.e. new member states' food sector development (EU Eastern enlargements in 2004 and 2007). Segments of the food supply chain such as agricultural input supply, agricultural production, food industry, food retail and consumption and the relations and commodity flows among them will be discussed in detail by using the examples of four large chains, i.e. the grain, oilseed, meat and dairy chain.
Study materials and literature	Examples of the literature can be found below. The final list including other materials and timely articles will be distributed during the course. <ul style="list-style-type: none">• Dries, Germeij, Noev and Swinnen. 2009. Farmers, Vertical Coordination, and the Restructuring of Dairy Supply Chains in Central and Eastern Europe. <i>World Development</i> Vol.37, No 11, pp. 1742-1758.• Jansik, C. 2004. Food industry FDI - an integrating force between Western and Eastern European agri-food sectors. <i>EuroChoices</i> Vol.3, No.1, pp. 12-17.• Jansik, C. 2009. Geographical aspects of food• Directions for Future Farm Policy: The Role of industry FDI in the CEE countries. <i>EuroChoices</i> Vol.8, No.1, pp. 46-51.• Kuipers, P. 2006. Changes and challenges in a larger EU. <i>Elsevier Food International</i> Vol. 7, No 2.• Changes in the food sector after the enlargement of the EU. <i>IERIGZ</i> No 57.1., Warsaw, pp. 266. 2007.
Completion	C42 - E 30 - I 60
Evaluation	Course exercise 40 % - examination 60 %.
Responsible person	prof. Jukka Kola, PhD Csaba Jansik
Other information	The course is lectured in English. It belongs to the EU undergraduate programme (EU16).

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82321 Marketing and Customer Communication (NEUVO10), 3 cr

Timing	Fall term, II period. Spring term, IV period, minimum 10 students.
Objective	Increased knowledge about marketing, communication theories, brand and image building, consumer education and selling techniques.
Contents	Lectures, visits and an individual essay of a marketing communication case from student's home country
Study materials and literature	Westermarck, H. 2008. Marketing and Customer Communication. University of Helsinki, Department of Economics and Management.
Completion	Contact teaching 20, practical work 10, group work 10, self study 40 hours.
Evaluation	Individual essay.
Responsible person	Professor Harri Westermarck
Other information	In English. Pre-registration by oodi.

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82316 Management and Leadership in Extension (NEUVO5), 5 cr

Timing	Spring term, III/IV period, intensive course.
Objective	After the course student understands the concept of change agent systems (extension, research and education), knowledge management, communication and leadership.
Contents	Networking research, education and extension, corporate image, performance appraisals, leadership theories, extension systems in different countries. An optional study trip to Agricultural University Research Information Systems in Uppsala, Sweden. The trip can be compensated by literature studies.
Study materials and literature	Westermarck, H. 2008. Extension, leadership and communication. University of Helsinki, Department of Economics and Management.
Completion	Contact teaching 40, practical work 20, self study 75 hours (trip to Uppsala).
Evaluation	Report on the study trip and optional literature. Individual essay on a change agency.
Responsible person	Professor Harri Westermarck
Other information	In English. Pre-registration by Oodi.

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81810 Sustainable Agricultural and Rural Development (MAL7), 3 cr

Timing	period III
Objective	The course is an introductory course to sustainable agriculture and rural development with main focus on developing countries from the Johannesburg plan of Implementation 2002 point of view. Sustainability of farming systems and land use are analysed from the point of poverty reduction. Other items covered include food security, co-operatives, microfinance, multifunctionality, rural income diversification, climate change, fair trade and sustainable consumption. After the course students are assumed to grasp the central development economics concepts and issues applied to agriculture in the south.
Responsible person	Prof. John Sumelius

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82001 Agricultural and rural policy of the European Union (MPOL1), 5 cr

Timing	Spring term 2011, III period.
Preceding studies	MAE1/Basics of agricultural economics
Objective	The aim is to learn and understand the objectives, means and impacts of the EU's Common Agricultural Policy and rural development programmes, in terms of both agriculture and society and economy as a whole, and both the EU, Finland and the world.
Contents	Overview of the background and origins, development and future visions of the EU's Common Agricultural Policy and rural development programmes in the framework of economics and the new political economy.
Completion	Lectures, exercises and examination.
Evaluation	Exercises 50%, final examination 50%.
Responsible person	Professor Jukka Kola
Other information	This course can be carried out in English with special arrangements. Lectures are in Finnish.

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863056 Valuation of the Environment (YE13.7), 3 cr

Timing	Autumn term. Offered every other year starting in 2011.
Objective	Students learn to identify environmental benefits and to explain the theoretical framework of economic valuation. After the course students are able to apply non-market valuation methods and also to do basic data analysis.
Contents	Use of valuation methods in a policy context; history of non-market valuation methods; welfare change measures, survey techniques, contingent valuation, choice experiment, travel cost method, hedonic pricing, and benefit transfer. Assignments on survey design and the processing the data.
Study materials and literature	A Primer in Nonmarket Valuation. Edited by Champ, P. A., Boyle, K. J., and Brown, T. C. 2003. Kluwer Academic Publishers.
Completion	Contact teaching 18, lab 6, group work 20, self study 37 hours
Evaluation	Essay and assignments
Responsible person	University Lecturer Mika Rekola
Relations to other study units	Prerequisites: YE3, MEM100 or corresponding courses. Admission to the course requires successful completion of the literature pre-test.
Other information	The lectures are given in English. In connection with YE13.2. The lectures are given in English.

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851019 Current issues in consumer economics (KE63), 5 cr

Timing	spring
Objective	Seminar in english. Students are encouraged to improve their skills in oral and written English. Attendance is required.
Completion	Oral and written presentations and discussions on current issues in consumer economics.
Evaluation	Oral and written presentations
Responsible person	professor Visa Heinonen
Other information	Limited nr of students 20

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81935 Institutions and Market Performance (MARK23), 5 cr

Timing	The course is recommended for third year students and after preliminary economics studies. Fall term II period, intensive course.
Objective	After the course the participants are able to analyse the functioning of markets and the role of institutions in market performance.
Contents	The course aims at widening participants view about marketing at macro level. The course analyses how human behavior and rules of exchange influence market performance. Also limits of markets as well as alternative forms of exchange will be discussed.
Study materials and literature	TBA
Completion	Course activity, presentations, Journal File, written exam
Responsible person	university lecturer Petri Ollila

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