Are you curious about entrepreneurial world? Do you want to learn more? Are you thinking of starting up own company but don’t know where to start? Are you unsure whether entrepreneurial career is suitable for you? If you ever pondered over these questions, then this entrepreneurship course package is right for you. Below you will find detailed information about each course. Unless you want to complete all of them, you can choose those courses that interest you the most. As usually, the registration for courses is organized via WebOodi and courses are open to everyone. If you have anything to ask, please, contact the responsible persons at firstname.lastname@oulu.fi. We are looking forward to meeting you!


Responsible person: Irina Atkova

910002S Toward Entrepreneurial Mindsets, 5 ECTS credits
Language of instruction: English
Timing: Fall (period A)

Learning outcomes: Upon completion of the course, the student will understand different forms of entrepreneurial activity, and have the skills for assessing the risks and opportunities related to the entrepreneurial career options. The student will also be acquainted with the key stakeholders around the business creation network. In addition, this course will enhance overall entrepreneurial mindset and attitude amongst the participants.

Contents: The course outlines what entrepreneurship is and discusses its different forms and roles in society and for individuals in or considering entrepreneurial career options. The focus is on entrepreneurial mindsets and what entrepreneurship requires from individuals, especially from the “me as entrepreneur” standpoint through the process where ideas for enterprising are turned into a real business idea. This process is promoted by real entrepreneurs. The students’ attention is guided toward assessing the safety and risks of entrepreneurship, to the different stages in the process of establishing a company, and to the role of networks and supporting services for the entrepreneurial activity. The key processes of entrepreneurial action, such as planning, selling, marketing, funding and financial planning are covered together with the experts’ support in those areas.

Mode of delivery: Face-to-face teaching and workshops together with real-life experts in different areas
Learning activities and teaching methods: Learning takes place in intensive lectures, visitor presentations, and discussions, workshops and exercises both in the class and at different places with real-life entrepreneurship professionals for example at Business Kitchen and Business Oulu.

Target group: Open to all
Prerequisites and co-requisites: No
Recommended optional program components: The course is an independent entity and does not require additional studies carried out at the same time.
Required reading: Materials available in Optima
Assessment methods and criteria: Assessment is based on the learning-diary-type reflection report prepared based on the course materials, lectures and meetings with entrepreneurship professionals.
Grading: The course utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.
Person responsible: Anne Keränen
Working life cooperation: The course includes guest lectures by the Business Kitchen, Business Oulu, as well as industry representatives.
Other information: The number of students is restricted

910003S Building Business through Creativity and Collaboration, 5 ECTS credits
Language of instruction: English
Timing: Fall (Period B)

Learning outcomes: Upon completion of the course, the student will be familiarized with concepts of learning, collaboration, creativity and emotions. The student will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyze emotions, such as uncertainty, frustration, enthusiasm and joy alone and in teams. The students will produce a piece of art as an outcome of the course workshops, and organize and host an art exhibition together.

Contents: This course employs creative collaborative methods to learn and experience entrepreneurship through art. This process enables outside-of-the-box thinking, creative propositions and getting to know multidisciplinary team members through concrete learning-by-doing approach. Art is used as an illustration, as materials for case studies, and as a place to work and develop business oriented thinking. The art world is a new
metaphor to describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams.

**Mode of delivery:** Face-to-face sessions and workshops

**Learning activities and teaching methods:** Producing a piece of art and presenting it in an exhibition together with others. Reflecting the learning experiences in a personal learning diary during the course

**Target group:** Open to all

**Prerequisites and co-requisites:** No

**Recommended optional programme components:** The course is an independent entity and does not require additional studies carried out at the same time.

**Required readings:** Materials provided during the course

**Assessment methods and criteria:** Active participation in the teamwork. Learning diary assessment.

**Grading:** The course utilizes verbal grading scale “pass/fail”

**Person responsible:** Johanna Bluemink

**Other information:** The number of students is restricted

---

**721810S Ideas to Action, 5 ECTS**

**Language of instruction:** English

**Timing:** Fall (Periods A-B) and Spring (Periods C-D)

**Learning outcomes:** Upon completion of the course, the student knows how to build a business idea, to assess and validate a business opportunity, to create a business model in a team, to market and pitch own business. The student is also able to build and develop partnerships and networks. The student will improve his/her entrepreneurial, multicultural, problem solving, communications and pitching skills.

**Contents:** The entrepreneurial field project is organized through Business Kitchen’s Avanto Accelerator programme and it consists of boot camps or a series of workshops that the students participate in. In these workshops they learn business model creation and validation processes, lean methodology, marketing, branding, basic financial management and pitching. In addition to these workshops students are provided with individual coaching and feedback. The course ends in a public final pitch during the demo day.

**Mode of Delivery:** Coached and supported project

**Learning activities and teaching methods:** Bootcamps, workshops, group work, individual guidance. All exercises are completed as group work.

**Target group:** Open to all

**Prerequisites and co-requisites:** No (basic entrepreneurship-related courses are recommended)

**Recommended optional programme components:** The course is an independent entity and does not require additional studies carried out at the same time.


**Assessment methods and criteria:** Assessment is based on the business model, demo and pitch presented by the team. Degree of participation is a part of the assessment.

**Grading:** The course utilizes verbal grading scale “pass/fail”

**Person responsible:** Anne Sorvari

**Working life cooperation:** The students develop their business ideas in the close cooperation with the relevant industry experts.

**Other information:** The number of students is restricted.

---

**910005S Entrepreneurial Field Project, 5 ECTS credits:**

**Language of instruction:** English

**Timing:** Fall and Spring

**Learning outcomes:** Upon completion of the course, the student is able to apply and use the core competencies of his/her studies in a real life problem solving context. The student will learn skills that will allow him/her to participate in a professional role in a project team that uses lean development methods to validate ideas and to create a demo or a prototype of a product, service, or other innovation. The course provides the student with experience in project work and improves the student’s team working skills as the course assignments are carried out by a multidisciplinary and international teams comprising of students with different backgrounds and skill sets. The course will also improve student’s communication and oral presentation skills as the student will need to summarize, rationalize, and present findings and ideas throughout the project.
The entrepreneurial field project is organized within the international Demola network and the project comprises facilitated and supported real-life problem definition, data collection, problem solving, implementation and communication.

**Mode of delivery:** Facilitated and supported project

**Learning activities and teaching methods:** Learning takes place during the project as team learning and problem solving, with feedback from the responsible teachers and problem owning company or organization.

**Target group:** Open to all

**Prerequisites and co-requisites:** It is recommended that before starting the project work necessary prerequisite theoretical knowledge on the topic has been acquired. Hence, the student should have a thorough understanding of his/her major before attending to the course.

**Recommended optional programme components:** The course is an independent entity and does not require additional studies carried out at the same time.

**Required readings:** Materials vary according to the assignment

**Assessment methods and criteria:** Active participation in the entire process, delivery of the required documents, presentations and a demo or a prototype

**Grading:** The course utilizes verbal grading scale "pass/fail"

**Person responsible:** Simo Kekäläinen

**Working life cooperation:** A group of students will carry out a development project to create a solution for the company's genuine and existing challenges. The project team reports to a supervising teacher and a company representative(s).

**Other information:** The number of students is restricted

---

**910004S Turning Opportunities to Business, 5 ECTS credits:**

**Language of instruction:** English

**Timing:** Spring (Period C)

**Learning outcomes:** Upon completion of the course, the student is able to assess and develop business opportunities, knows the basic concepts related to business context or environment and the factors defining or influencing business opportunities. The student will also learn how to build and assess business context specific future scenarios for planning alternative business model for a business opportunity. The student will learn how to build, present and evaluate sales presentations, and how to pitch to potential investors.

**Contents:** The contents comprise business development especially through business opportunity development, business idea, concept and business model basics and the key processes of strategic decision-making. The business environment and its changes are discussed by using scenario methodology. Key concepts of selling and sales presentations, both to customers and potential investors, are covered and practiced.

**Mode of delivery:** Face-to-face teaching and workshops

**Learning activities and teaching methods:** The course applies anticipatory action learning as a pedagogic approach. Students will learn by preparing a final report and in face-to-face discussions and workshops by applying in teams strategic management concepts, processes, tools, and templates.

**Target group:** Open to all

**Prerequisites and co-requisites:** No

**Recommended optional programme components:** The course is an independent entity and does not require additional studies carried out at the same time.

**Required readings:** Materials provided during the course

**Assessment methods and criteria:** Assessment is based on final report that presents and discusses the whole of the workshop outcomes generated during the course.

**Grading:** The course unit utilizes a numerical grading scale 1-5. In the numerical scale zero stands for a fail.

**Person responsible:** Petri Ahokangas

**Working life cooperation:** In teams the students turn their ideas into a real business under the guidance of an experienced entrepreneur.

**Other information:** The number of students is restricted