Opasraportti

OyKKK - Sivuaine, Yrittäjyys (2019 - 2020)

A631401 Yrittäjyys (Entrepreneurship), 25 op


Opustarjonta:

724816P Building Business Through Creativity and Collaboration, 5 op
724812P Building Change Through Entrepreneurship, 5 op
724815P Entrepreneurial Assignment, 5 op
724811P Entrepreneuring for Sustainability, 5 op
724813P Entrepreneurship in Action, 5 op
724814P Introduction to Business Development, 5 op

Liiketoimintaosaamisen opintokokonaisuuden kurssilla LITO 724833P Johdatus yrittäjyyteen, 5 op voi korvata: 724814P Introduction to Business Development, 5 op

Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A631401: Yrittäjyys, perusopinnot, 25 op

Valitse seuraavista kursseista viisi (25 op.)

724811P: Entrepreneuring for Sustainability, 5 op
724812P: Building Change Through Entrepreneurship, 5 op
724813P: Entrepreneurship in Action, 5 op
724814P: Introduction to Business Development, 5 op
724815P: Entrepreneurial Assignment, 5 op
724816P: Building Business Through Creativity and Collaboration, 5 op

Opintojaksojen kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset
A631401: Yrittäjyys, perusopinnot, 25 op

Opiskelumuoto: Perusopinnot
Laji: Kokonaisuus
Vastuuysikkö: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opintokohteen kielet: suomi

Valitse seuraavista kursseista viisi (25 op.)

724811P: Entrepreneuring for Sustainability, 5 op

Voimassaolo: 01.08.2017 -
Opiskelumuoto: Perusopinnot
Laji: Opintojakso
Vastuuysikkö: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opettajat: Anne Keränen
Opintokohteen kielet: englanti
Voidaan suorittaa useasti: Kyllä

Laajuus:
5 credits
Opetuskieli:
English
Ajoitus:
Period 2 (year 2019)
Osaamistavoitteet:
After the course the students should:
Understand the roles of entrepreneurship in creating socially responsible change in society, know how to map and analyze alternative sustainable entrepreneurial business ideas based on individual strengths, values and the UN SDGs, know creative problem solving assessment methods, know how to communicate about entrepreneurial ideas.

Sisältö:
Course description
The course outlines interdisciplinary skills and knowledge that foster the creation of a sustainable entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in various contexts of society, ecosystems, and businesses. The focus is on entrepreneurial mindsets, responsible business and what entrepreneurship requires from individuals and teams, especially from the “me/us as entrepreneur” standpoint. During the course students familiarize themselves with the role of business and entrepreneurship in building sustainable societies. In addition, students have the opportunity to present their sustainable business ideas to responsible business experts.

Course objectives
Students develop skills for creative problem solving; students understand that entrepreneurial behavior can take place within many contexts (new ventures, associations, government agencies, and existing businesses); students identify their alternative roles, opportunities, and viewpoints regarding entrepreneurial choices they can make; students strengthen their skills of responsible business and are able to assess choices for business as promoter of social change based on the UN Sustainable Development Goals; students are able to define and assess alternative contexts for entrepreneurial action and to create and assess alternative business scenarios for their future; students are able to recognize and analyze business opportunities and social/customer problems and challenges; students are able to create and evaluate alternative solutions to the identified opportunities, problems, and challenges of responsible business; students are able to communicate effectively about their entrepreneurial ideas.
Järjestämistapa:
Lectures, workshops and online learning

Toteutustavat:
Learning takes place mostly in groups by means of intensive lectures and workshops, visitor presentations and discussions, both in class and via online learning platform. The course includes 36 contact hours. Reading the course literature (20 h), Groupwork (80 h) and learning diary report (35 h).

Kohderyhmä:
Open to all University Students

Esitietovaatimukset:
No

Yhteydet muihin opintojaksoihin:
No

Oppimateriaali:
Selected readings are provided during the course

Suoritustavat ja arviointikriteerit:
Further details will be provided by the responsible persons in the first session.

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

Vastuuhenkilö:
Anne Keränen, Jan Hermes and Sara Moqaddamerad

Työelämäyhteistyö:
The course incorporates real life case examples and meetings with sustainable entrepreneurship practitioners and experts. Students learn interdisciplinary skills that can be applied in real working life.

Lisätiedot:
The number of students is limited.

724812P: Building Change Through Entrepreneurship, 5 op

Voimassaolo: 01.08.2017 -
Opiskelumuoto: Perusopinnot
Laji: Opintojakso
Vastuuysikkö: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opettajat: Ahmad Arslan
Opintokohteen kielet: englanti
Leikkaavuudet:
    ay724812P    Building Change Through Entrepreneurship (AVOIN YO)    5.0 op
Voidaan suorittaa useasti: Kyllä

Laajuus:
5 credits

Opetuskieli:
English

Ajoitus:
Period 3

Osaamistavoitteet:
After the course the students should:
1. Have the basic knowledge about start-ups and new business creation
2. Have the ability to find and utilize information for new business creation
3. Have the knowledge how to analyze own business-case
4. Have the knowledge how to plan a new start-up
5. Have the ability to present own business-case

**Sisältö:**
Introducing entrepreneurship, discovering entrepreneurial opportunities, business planning, effective business model, ethical and social foundation, financial viability, acquiring financing, marketing issues, building a team, preparing for growth, strategies for growth

**Järjestämistapa:**
Face-to-face teaching, workshops, and group work.

**Toteutustavat:**
The course includes 36 contact hours. Reading the course literature (30 h), completion of the group work (24 h) and preparing for the assignments (43 h).

**Kohderyhmä:**
Open to all university students

**Esitietovaatimukset:**
None

**Yhteydet muihin opintojaksoihin:**
None

**Oppimateriaali:**
Lecture materials

**Suoritustavat ja arviointikriteerit:**
1) Participate in the workshops
2) Complete learning tasks
3) Take the assignments

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

**Vastuuhenkilö:**
Vesa Puhakka

**Työelämäyhteistyö:**
The course includes workshops and coaching on new business creation. In the workshops are analyzed real-life situations, designed solutions and practiced new business creation skills.

**724813P: Entrepreneurship in Action, 5 op**

**Voimassaolo:** 01.08.2017 - 31.12.2020
**Opiskelumuoto:** Perusopinnot
**Laji:** Opintojakso
**Vastuuysikkö:** Oulun yliopiston kauppakorkeakoulu
**Arvostelu:** 1 - 5, hyv, hyl
**Opettajat:** Niina Karvinen
**Opintokohden kielet:** englanti
**Voidaan suorittaa useasti:** Kyllä

**Laajuus:**
5 credits

**Opetuskieli:**
English

**Ajoitus:**
Periods 1-4

**Osaamistavoitteet:**
Upon completion of the course, the students are able to apply the core competencies of his/her studies in a real life entrepreneurship context. Students are able to realize and start working with a business opportunity or social problem in practice to find a solution. The student will improve his/her entrepreneurial skills; multicultural group working, problem solving, communicating and presenting.

Sisältö:
Students take the Business Kitchen’s Programme Avanto to entrepreneurship in action course. In these studies students generally co-operate in workshops where they learn practical methods of entrepreneurship like business model creation and validation processes, lean methodology, marketing, branding, basic financial management and presenting ideas e.g. pitching.

Järjestämistapa:
Face-to-face teaching and coaching.

Toteutustavat:
Bootcamps, workshops, group work, individual guidance. Most of the exercises are completed as group work (132 h).

Kohderyhmä:
Open to all University Students

Esitietovaatimukset:
No

Yhteydet muihin opintojaksoihin:
No

Oppimateriaali:
Selected readings are provided during the course

Suoritustavat ja arviointikriteerit:
Programme specific assessment that may include both group and individual assessment methods.

Arviointiasteikko:
The course utilizes grading scale “pass/fail”

Vastuuhenkilö:
Niina Karvinen and Anne Keränen

Työelämäyhteistyö:
The programs of this course are run in close co-operation with relevant business partners or applied to practice. Students also learn practical entrepreneurship skills.

Lisätiedot:
The number of students is limited

724814P: Introduction to Business Development, 5 op

Voimassaolo: 01.08.2017 - 31.07.2021
Opiskelumuoto: Perusopinnot
Laji: Opintojakso
Vastuuysikkö: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opettajat: Antti Muhos
Oppiokoteen kiele: englanti
Voidaan suorittaa useasti: Kyllä

Laajuus:
5 credits

Opetuskieli:
English

Ajoitus:
Period 1
Osaamistavoitteet:
Students are familiar with basic business concepts and theories in SME context. On successful completion of the course, students understand the business development process from opportunity recognition to a launch and development of a sustainable business. The students are able to identify basic business processes in practice.

Sisältö:
The course focuses on the basic concepts of SME business management and development including opportunity recognition, experimentation and testing of a new business idea, strategy, business model development and business planning, financing and planning and management of growth and change.

Järjestämistapa:
Face-to-face teaching.

Toteutustavat:
Face-to-face teaching including lectures, guest lectures, company visit/s and variable action-based learning methods (36h). Individual assignment (20h) and reading of course materials (76 h).

Kohderyhmä:
Open to all university students

Esitetovaatimukset:
No

Yhteydet muihin opintojakoihin:
The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:

Suoritustavat ja arviointikriteerit:
Learning diary, group assignment/s

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

Vastuuhenkilö:
Matti Muhos

Työelämäyhteistyö:
This course is designed as an integral part of entrepreneurship studies. This course will include real life case studies of established and emerging businesses by company visits.

Lisätiedot:
The number of students is limited

724815P: Entrepreneurial Assignment, 5 op

Voimassaolo: 01.06.2017 -
Opiskelumuoto: Perusopinnot
Laji: Opintojakso
Vastuuysikkö: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opettajat: Sari Perätalo
Opintokohteen kielet: englanti
Voidaan suorittaa useasti: Kyllä

Laajuus:
5 credits

Opetuskieli:
English
Ajoitus:
Free. The schedule for the course is agreed on the individual basis.

Osaamistavoitteet:
Upon completion of the course the students are familiarized with entrepreneurial activity in society and possess skills that help to solve entrepreneurial problems and make change. Students will have an insight into the diversity of entrepreneurship and gain understanding of the specific aspects of entrepreneurship.

Sisältö:
Studies are individually tailored upon acceptance by the course instructor. Students compile the course through participating in different entrepreneurship supporting activities. The students can for example participate in Business Kitchen and Tellus Innovation Arena boot camps, events or volunteering program. In addition, students can include activities organized by other stakeholders (e.g. faculties, public organizations or third sector organizations). In addition, the students reflect their learning in a report.

Järjestämistapa:
Face-to-face teaching including entrepreneurial project, event, workshop, etc. Individual written assignment and reading the agreed materials.

Toteutustavat:
Individual and group work (132h). Teaching methods vary depending on the entrepreneurial project, event, workshop, etc. a student has participated in

Kohderyhmä:
Open to all university students

Esitietovaatimukset:
No

Yhteydet muihin opintojaksoihin:
The course does not require additional studies carried out at the same time.

Oppimateriaali:
Reading materials are agreed individually with the responsible person.

Suoritustavat ja arvointikriteerit:
Assessment is based on an individual report that a student is expected to deliver after participating in an entrepreneurship-related event, workshop, project, etc.

Arviointiasteikko:
The course utilizes verbal grading scale “pass/fail”.

Vastuuhenkilö:
Sari Perätalo

Työelämäyhteistyö:
The course allows the students to gain first-hand entrepreneurial experience in various forms.

Lisätiedot:
Contact the responsible teacher to enroll in the course.

724816P: Building Business Through Creativity and Collaboration, 5 op

Voimassaolo: 01.08.2017 -
Opiskelumuoto: Perusopinnot
Laji: Opintojakso
Vastuuysikköt: Oulun yliopiston kauppakorkeakoulu
Arvostelu: 1 - 5, hyv, hyl
Opettajat: Anne Keränen
Opintokohteen kieleet: englanti
Voimaa suorittaa useasti: Kyllä

Laajuus:
5 credits
Opetuskieli:
English
Ajoinus:
Period 4

Osaamistavoitteet:
During the course the student will explore entrepreneurship from the perspective of an artistic process and learn the process of designing improbable solutions. The students are challenged to question mainstream values, assumptions taken for granted, and ways of doing things. The course gives the student tools that are needed in developing improbable business models and solutions that can shift paradigms.

During the intensive workshops of the course, the student will work in teams and learn to regulate emotions, such as uncertainty, frustration, enthusiasm, and joy.

Upon completion of the course, the student will:
- develop entrepreneurial leadership
- increase abilities to build new inspiring visions
- master agile methods of creation to deal with uncertainty and risks
- learn how to use diversity and improbable encounters to develop business
- connect passion and convictions with a project which creates value
- leverage failure to increase creativity and resilience

Sisältö:
Entrepreneurs develop activities that aim to challenge the status quo, break rules and subvert systems. Furthermore conflicts, emotional strains and uncertainties are often part of entrepreneurship. But how can such things be taught/learnt?

The course introduces Art Thinking, an agile method to create improbable outcomes with certainty. The method enables out-of-the-box thinking and creative productions where encounters of all sorts are key resources. Instead of writing business plans, the participants create during the Improbable workshops artistic prototypes and organize an art exhibition.

During the Improbable workshops students will are taught the Art-Thinking Method which involves 6 main activities. The students will:
(1) engage in gift-giving practices which foster new and unusual partnerships (Donate);
(2) “steal” from others to create unique propositions (Deviation);
(3) follow a journey without a clear goal but which will eventually make a lot of sense (Drift);
(4) challenge existing rules and values as well as their taken-for-granted assumptions (Destruction);
(5) accept criticism to learn from others (Dialogue), and
(6) exhibit their work to get feedback and find new partners (Display).

Järjestämistapa:
Face-to-face sessions and workshops

Toteutustavat:
Participation in the workshops. Producing a piece of art and presenting it at an art exhibition together with others. Completion of the group work and individuals tasks, such as reading course materials and reflecting the learning experiences.

Kohderyhmä:
Open to all University Students

Esitietovaatimukset:
No

Yhteydet muihin opintojaksoihin:
The course is an independent entity and does not require additional studies carried out at the same time.

Oppimateriaali:
Materials will be provided during the course

Suoritusvastavat ja arviointikriteerit:
Compulsory participation and commitment to the teamwork. Assessment of the course tasks.

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

Vastuuhenkilö:
Mia Kemppaala, Anne Keränen
Työelämäyhteistyö:
Students learn practical entrepreneurial skills through artistic process.

Lisätiedot:
The number of students is limited