

# Opasraportti

## Working life and entrepreneurship skills (2016 - 2017)

### Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

910003S: Building Business through Creativity and Collaboration, 5 op  
 900078Y: Communication and Presentation Skills for Working Life, 1 - 2 op  
 910005S: Entrepreneurial Field Project, 5 op  
 910002S: Toward Entrepreneurial Mindsets, 5 op  
 910004S: Turning Opportunities to Business, 5 op  
 910001S: Working Life and Studies, 5 op

### Opintojaksojen kuvaukset

#### Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksojen kuvaukset

##### **910003S: Building Business through Creativity and Collaboration, 5 op**

**Voimassaolo:** 01.08.2014 - 31.07.2017

**Opiskelumuoto:** Advanced Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

English

**Timing:**

Fall (Period C)

**Learning outcomes:**

During the course the students will get familiar with concepts of learning, collaboration, creativity and emotions. They will explore entrepreneurship from the perspective of artistic process, experience and learn the process of artistic creation in teams, experience and analyse 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 organise 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:**

Participating in the 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. Returning the learning diary latest one week after the course.

**Target group:**

Open to all

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials provided during the course.

**Assessment methods and criteria:**

Active participation in the teamwork. Learning diary assessment.

**Grading:**

Pass or Fail.

**Person responsible:**

Johanna Bluemink

**Working life cooperation:**

-

**Other information:**

The number of students is restricted

Find the Facebook group: "Building Business through Creativity and Collaboration"

<https://www.facebook.com/groups/108738746124019/>

## 900078Y: Communication and Presentation Skills for Working Life, 1 - 2 op

**Voimassaolo:** 01.08.2013 -

**Opiskelumuoto:** Language and Communication Studies

**Laji:** Course

**Vastuuyksikkö:** Languages and Communication

**Arvostelu:** 1 - 5, pass, fail

**Opintokohteen kielet:** Finnish

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

1 ECTS credit / 27 hours of student work

**Language of instruction:**

English and Finnish.

**Timing:**

The course is connected with the Reserchers' Night 2016 event.

**Learning outcomes:**

After completing the course the student will be able to guide small groups, as well as to present and explain his /her field of studies and expertise to the public. The student is also able to collect and receive feedback on their performance and change his/her presentation in response to the feedback.

**Contents:**

Developing and training the career skills as part of student recruitment. The focus being on the presentation skills and education, training and counseling skills.

**Mode of delivery:**

The course includes both lectures and learning at work.

**Learning activities and teaching methods:**

Autumn 2016: Two alternative training sessions on Tue 20 September and on Thu 22 September at 14.00 - 15.00.

Training covers communications and marketing, security issues, the program of the event and the responsibilities of the organizing participants. ( 1 hr)

Self-familiarization with the subject and the work before the start of training (4 hours)

Training and work-based learning as a part of student recruitment (11 - 13 hours)

Independent work training and preparations for the (4 - 6 hours)

Written report related to training (7 - 9 hours). Please see instructions (ctrl+enter) [here!](#)

The other methods can also be used if agreed with the responsible teacher.

If other working methods are used, must be noted that the total length of the course (1 credits) includes 27 hours of work.

**Target group:**

The course is for all the students at the University of Oulu.

**Prerequisites and co-requisites:**

The completion of this course is not conditional to prior studies.

**Recommended optional programme components:**

The course is an independent entity. It does not require other studies carried out at the same time.

**Recommended or required reading:**

There is no literature for this course. The student will apply previous studies to this course and to presenting his /her field of study.

**Assessment methods and criteria:**

Completion of the course successfully requires participation in the guided instruction. The student also has to complete the training period(s) in the student recruitment and complete the written report.

The information about the training and also evaluation by at least one person must be included to the report.

In the report the student evaluates his/her performance before, during, and after the training period. In the report the student will summarize the tasks and the measures, which he/she has participated in the context of student recruitment.

Read more about [assessment criteria](#) at the University of Oulu webpage.

**Grading:**

Pass / fail

**Person responsible:**

Questions regarding the course completion: Anne Viherkari, anne.viherkari@oulu.fi

Questions regarding the event: Maire Honkanen, maire.honkanen@oulu.fi

**Working life cooperation:**

Yes. Students practice and develop their skills in presentation or organization and coordination or education, training and counselling.

**Other information:**

**Note! All the material for this course can be found at (ctrl+enter):**

<http://www.oulu.fi/kielikoulutus/tyoelamanviestinta>

The course can be completed and included to the degree only once.

## 910005S: Entrepreneurial Field Project, 5 op

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

English

**Timing:**

Apply for Demola projects on [Demola website](#) by September 15, read more [here](#). (Press ctrl+enter to open the links)

**Learning outcomes:**

After the course the students have learned to solve in a multidisciplinary team a real-life business related challenge or problem given by a company or other organization. The problem solving process provides the students multicultural teamwork skills, business skills, problem solving skills and communications and pitching skills.

**Contents:**

The entrepreneurial field project is organized within the international Demola collaboration and the project comprises facilitated and supported real-life problem definition, data collection, problem solving, implementation and communication. For doctoral students it is possible to bring their own problem or challenge to the course.

**Mode of delivery:**

Facilitated and supported project.

**Learning activities and teaching methods:**

Learning takes place during the project as a team learning and problem solving, with feedback from the responsible teachers and problem owning company or organization.

**Target group:**

Open to all. Doctoral students can bring their own project to the course if they wish.

**Prerequisites and co-requisites:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials vary according to the assignment.

**Assessment methods and criteria:**

Assessment based on participation and project outcomes.

**Grading:**

Pass or Fail.

**Person responsible:**

Mia Kempaala

**Working life cooperation:**

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**Other information:**

The number of students is restricted

**91002S: Toward Entrepreneurial Mindsets, 5 op**

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

English

**Timing:**

Fall (period A)

**Learning outcomes:**

After the course the students will have understanding over the different forms of entrepreneurial activity, and have the skills for assessing the risks and opportunities related to their entrepreneurial career options. They will also be familiar 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 calls for 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:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials available in optima

**Assessment methods and criteria:**

Assessment is based on learning diary type reflection report prepared by the students based on the lectures and meetings with entrepreneurship professionals and in addition, course materials.

**Grading:**

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

**Person responsible:**

Anne Keränen

**Working life cooperation:**

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**Other information:**

The number of students is restricted

**910004S: Turning Opportunities to Business, 5 op**

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

English

**Timing:**

Spring

**Learning outcomes:**

After the course the students have learned to assess and develop business opportunities, they know the basic concepts related to business context or environment and the factors defining or influencing business opportunities. They will also learn how to build and assess business context specific future scenarios for planning alternative business model for their business opportunity. The students will learn how to build, present and evaluate sales presentations, and how to pitch their business 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 the through 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 , workshops

**Learning activities and teaching methods:**

The course applies anticipatory action learning as a pedagogic approach. Students will learn 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:**

-

**Recommended optional programme components:**

-

**Recommended or required reading:**

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 fail.

**Person responsible:**

Petri Ahokangas

**Working life cooperation:**

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**Other information:**

The number of students is restricted

**910001S: Working Life and Studies, 5 op**

Voimassaolo: 01.08.2014 -

Opiskelumuoto: Advanced Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

**Proficiency level:**

-

**Status:**

-

**Required proficiency level:**

-

**ECTS Credits:**

5 ECTS credits

**Language of instruction:**

Group 1 (Finnish) and Group 2 (English)

**Timing:**

Part A (3 ECTS): Working life (online course Group 1 and Group 2) September 28 – November 30.

**Learning outcomes:**

After the course the students will have understanding how to analyse and appraise their interest areas, skills and competences, networks and objectives regarding their planned career options. The students will know how to seek work, prepare work applications and prepare for work interviews and prepare a competence portfolio. They will also learn what are their rights and responsibilities regarding intellectual property at work.

**Contents:**

Consists of parts A (3 ECTS) and B (2 ECTS) . Working life A focuses on career planning and career skills and competences during studies. It is for students who want to analyse their potential and build competences, knowledge, and networks for their career. The course highlights the role of active learning and networking throughout studies. The course gives the students the basics tools needed for seeking work, writing the applications and preparing for interviews and selection processes in the modern working environment. Working life B focuses on immaterial property rights and their role business. The course covers different forms of intellectual property, IP ownership, and IP protection. The course considers IP both form personal and business perspectives.

**Mode of delivery:**

Online studies and face-to-face teaching

**Learning activities and teaching methods:**

Self-studying through online materials, online rehearsals, and reporting of the learning activities and exercises through the online system. Following the lectures and lecture discussion and rehearsals.

**Target group:**

Open to all

**Prerequisites and co-requisites:**

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**Recommended optional programme components:**

-

**Recommended or required reading:**

Materials available in Optima. Lecture notes.

**Assessment methods and criteria:**

Assessment based on self-learning reports submitted to Optima.

**Grading:**

Pass or Fail.

**Person responsible:**

Tiina Salmijärvi (Group 1) and Jaana Liimatainen (Group 2)

**Working life cooperation:**

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**Other information:**

The number of students is restricted