

# Opasraportti

## OBS - Minor subject, Entrepreneurship (2018 - 2019)

### A631401 Entrepreneurship, Minor Studies, 25 ECTS cr

Students can sign up to the courses directly in WebOodi.

Learning goal

Upon completion of the entrepreneurship minor, the students form their own entrepreneurial experience in the context of responsible business:

- Students understand entrepreneurship as a broad phenomenon and are able to apply entrepreneurial knowledge and skills in practice
- Students act responsibly and ethically in their roles as entrepreneurs.

### Choose five of the following courses:

724811P Entrepreneurship for Tomorrow, 5 ECTS cr (period B)

724812P Building Change Through Entrepreneurship, 5 ECTS cr (period C)

724813P Entrepreneurship in Action, 5 ECTS cr (period A-D)

724814P Introduction to Business Development, 5 ECTS cr (period A)

724815P Entrepreneurial Assignment, 5 ECTS cr (timing: free)

724816P Building Business Through Creativity and Collaboration, 5 ECTS cr (period D)

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A631401: Entrepreneurship, Basic Studies, 25 op

*Choose five of the following courses (25 ECTS)*

724811P: Entrepreneurship for Tomorrow, 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: Entrepreneurship, Basic Studies, 25 op

**Opiskelumuoto:** Basic Studies

**Laji:** Study module

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** Finnish

Ei opintojaksokuvauksia.

*Choose five of the following courses (25 ECTS)*

### 724811P: Entrepreneurship for Tomorrow, 5 op

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period B

**Learning outcomes:**

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 are able to recognize and analyze business opportunities and social problems.

**Contents:**

The course outlines interdisciplinary skills that foster the creation of an entrepreneurial mindset. These skills include problem solving, creativity, networking, communications, risk-taking and adaptability. Entrepreneurship is approached through its different forms and roles in society. The focus is on entrepreneurial mindsets 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 in society.

**Mode of delivery:**

Blended study methods including workshopping, face-to-face teaching, coaching and online assignments.

**Learning activities and teaching methods:**

Learning takes place by means of intensive lectures, visitor presentations and discussions, workshops and exercises both in class and in different places with real life entrepreneurship professionals.

**Target group:**

University students

**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.

**Recommended or required reading:**

Articles and course specific material.

**Assessment methods and criteria:**

Assessment is based on learning diary type reflection reports prepared by the student based on 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:**

Jan Hermes, Petri Ahokangas and Anne Keränen

**Working life cooperation:**

The course includes real life case examples and meetings with entrepreneurship practitioners. Students learn interdisciplinary skills that can be applied in real work life.

**Other information:**

no

**724812P: Building Change Through Entrepreneurship, 5 op**

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724812P Building Change Through Entrepreneurship (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period C

**Learning outcomes:**

Students (1) understand the key terms, concepts and processes of entrepreneurship, (2) are able to analyze the feasibility and viability of a business opportunity, (3) know how to create a start-up, (4) understand the elements of marketing of a start-up, (5) know how to build a team and lead a start-up and (6) are able to reflect on the ethical and social impact of entrepreneurship.

**Contents:**

Introducing entrepreneurship, discovering 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

**Mode of delivery:**

Face-to-face teaching and coaching

**Learning activities and teaching methods:**

16 hours of lectures with reflection of lectures, 20 h workshops and preparing for the workshops, writing the assignment reports. The course includes lectures, study group work and individual work. In addition, the students are required to independently read course literature and prepare for the assignments (98 hours). Further details will be provided by the responsible persons in the first session.

**Target group:**

University students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Barringer, B. & Ireland. D. (2012). Entrepreneurship: Successfully Launching New Ventures, 4 th Edition. Prentice Hall.

**Assessment methods and criteria:**

Assessment will be based on the presence in the lectures, study group work and individual assignments.

**Grading:**

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

**Person responsible:**

Ahmad Arslan

**Working life cooperation:**

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

**Other information:**

No

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

**Voimassaolo:** 01.08.2017 - 31.12.2020

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Niina Karvinen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Periods A-D

**Learning outcomes:**

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. Students choose one of the Business Kitchen's Programmes; Demola, Avanto Accelerator or Arctic Business Corridor to entrepreneurship in action course.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching and coaching.

**Learning activities and teaching methods:**

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

**Target group:**

University students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Materials vary according to the programme

**Assessment methods and criteria:**

Programme specific assessment that may include both group and individual assessment methods.

**Grading:**

The course utilizes grading scale "pass/fail"

**Person responsible:**

Minna Törmälä and Anne Keränen.

**Working life cooperation:**

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.

**Other information:**

The number of students is limited

**724814P: Introduction to Business Development, 5 op**

**Voimassaolo:** 01.08.2017 - 31.07.2021

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Antti Muhos

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Period A

**Learning outcomes:**

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.

**Contents:**

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.

**Mode of delivery:**

Face-to-face teaching.

**Learning activities and teaching methods:**

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).

**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.

**Recommended or required reading:**

Selected readings from e.g.: Spinelli & Adams. 2012, 2016. New Venture Creation: Entrepreneurship for the 21st Century. McGraw-Hill, New York. Allen, K. 2012. New venture creation. South-Western. Moreover, additional materials are provided during the course.

**Assessment methods and criteria:**

Learning diary, group assignment/s

**Grading:**

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

**Person responsible:**

Adjunct professor Matti Muhos

**Working life cooperation:**

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.

**Other information:**

No

**724815P: Entrepreneurial Assignment, 5 op**

**Voimassaolo:** 01.06.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Sari Perätalo

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

Free. The schedule for the course is agreed on the individual basis.

**Learning outcomes:**

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.

**Contents:**

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 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.

**Mode of delivery:**

Face-to-face

**Learning activities and teaching methods:**

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

**Target group:**

University students

**Prerequisites and co-requisites:**

Student should have completed 724813P Entrepreneurship in action -course before taking this course.

**Recommended optional programme components:**

The course does not require additional studies carried out at the same time.

**Recommended or required reading:**

Reading materials are agreed individually with the responsible person.

**Assessment methods and criteria:**

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

**Grading:**

The course utilizes verbal grading scale "pass/fail".

**Person responsible:**

Sari Perätalo

**Working life cooperation:**

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

**Other information:**

No

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

**Voimassaolo:** 01.08.2017 -

**Opiskelumuoto:** Basic Studies

**Laji:** Course

**Vastuuyksikkö:** Oulu Business School

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

**Opettajat:** Anne Keränen

**Opintokohteen kielet:** English

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5

**Language of instruction:**

English

**Timing:**

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:**

The method of this course is based on studio pedagogy. In practice the 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 2 metaphor to describe our economy based on innovations and digitalization. The participants will learn a creative mindset and bonding of closer ties in teams. More information from the concept behind the course can be found from <http://improbable.strikingly.com/>

**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 (36 hours). Reflecting the learning experiences in a personal learning diary during the course (30 hours). Reading course materials (66 hours).

**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.

**Recommended or required reading:**

Materials provided during the course

**Assessment methods and criteria:**

Compulsory participation and commitment to the teamwork. Learning diary assessment.

**Grading:**

The course utilizes verbal grading scale "pass/fail"

**Person responsible:**

Johanna Bluemink

**Working life cooperation:**

Students learn practical entrepreneurial skills through artistic process.

**Other information:**

The number of students is limited