

# Opasraportti

## OBS - Minor subject, Entrepreneurship (2019 - 2020)

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

Students can sign up to the courses directly in WebOodi.

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

Click "Instruction" sheet to see the list of courses.

## Tutkintorakenteisiin kuulumattomat opintokokonaisuudet ja -jaksot

A631401: Entrepreneurship, Basic Studies, 25 op

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

724811P: Entrepreneurship 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: 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 Sustainability, 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 credits

**Language of instruction:**

English

**Timing:**

Period 2 (year 2019)

**Learning outcomes:**

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.

**Contents:**

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 promotor 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.

**Mode of delivery:**

Lectures, workshops and online learning

**Learning activities and teaching methods:**

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).

**Target group:**

Open to all University Students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Selected readings are provided during the course

**Assessment methods and criteria:**

Further details will be provided by the responsible persons in the first session.

**Grading:**

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

**Person responsible:**

Anne Keränen, Jan Hermes and Sara Moqaddamerad

**Working life cooperation:**

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.

**Other information:**

The number of students is limited.

**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

**Opettajat:** Ahmad Arslan

**Opintokohteen kielet:** English

**Leikkaavuudet:**

ay724812P Building Change Through Entrepreneurship (OPEN UNI) 5.0 op

**Voidaan suorittaa useasti:** Kyllä

**ECTS Credits:**

5 credits

**Language of instruction:**

English

**Timing:**

Period 3

**Learning outcomes:**

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 the to plan a new start-up
5. Have the ability to present own business-case

**Contents:**

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

**Mode of delivery:**

Face-to-face teaching, workshops, and group work.

**Learning activities and teaching methods:**

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).

**Target group:**

Open to all university students

**Prerequisites and co-requisites:**

None

**Recommended optional programme components:**

None

**Recommended or required reading:**

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

Lecture materials

**Assessment methods and criteria:**

- 1) Participate in the workshops
- 2) Complete learning tasks
- 3) Take the assignments

**Grading:**

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

**Person responsible:**

Vesa Puhakka

**Working life cooperation:**

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:** 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 credits

**Language of instruction:**

English

**Timing:**

Periods 1-4

**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.

**Contents:**

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.

**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:**

Open to all University Students

**Prerequisites and co-requisites:**

No

**Recommended optional programme components:**

No

**Recommended or required reading:**

Selected readings are provided during the course

**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:**

Niina Karvinen ja 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 credits

**Language of instruction:**

English

**Timing:**

Period 1

**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 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:**

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:**

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:**

The number of students is limited

**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 credits

**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 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.

**Mode of delivery:**

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

**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:**

Open to all university students

**Prerequisites and co-requisites:**

No

**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:**

Contact the responsible teacher to enroll in the course.

**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 credits

**Language of instruction:**

English

**Timing:**

Period 4

**Learning outcomes:**

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

**Contents:**

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/learned?

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 be 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).

**Mode of delivery:**

Face-to-face sessions and workshops

**Learning activities and teaching methods:**

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 individual tasks, such as reading course materials and reflecting the learning experiences.

**Target group:**

Open to all 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:**

Materials will be provided during the course

**Assessment methods and criteria:**

Compulsory participation and commitment to the teamwork. Assessment of the course tasks.

**Grading:**

The course utilizes verbal grading scale "pass/fail"

**Person responsible:**

Mia Kempaala, Anne Keränen

**Working life cooperation:**



Students learn practical entrepreneurial skills through artistic process.

**Other information:**

The number of students is limited