

Opasraportti

OBS - Minor subject, Entrepreneurship (2020 - 2021)

University's new study guide for academic year 2020-2021 is published at <https://opas.peppi oulu.fi>.

The study guide includes information on degrees, curriculums, courses and course timetables. Course registrations are still done in Oodi.

If you have questions on information in the study guide, please contact the study field's Academic Affairs Service Team <https://www oulu.fi/forstudents/faculty-study-affairs>.

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

724814P: Introduction to Business Development, 5 op

724815P: Entrepreneurial Assignment, 5 op

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

724821A: Exercising Entrepreneurship, 5 op

Opintojaksosten kuvaukset

Tutkintorakenteisiin kuulumattomien opintokokonaisuuksien ja -jaksosten kuvaukset

A631401: Entrepreneurship, Basic Studies, 25 op

Opiskelumuoto: Basic Studies

Laji: Study module

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opinto-kohteen kielet: Finnish

Ei opintojaksokuvauksia.

Choose five of the following courses (25 ECTS)

724811P: Entrepreneuring 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

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 and Jan Hermes

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 completion, 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:

Lectures will focus on the following themes:

Introduction to Entrepreneurship

Recognizing Opportunities and Generating Ideas

Feasibility Analysis

Industry and Competitor Analysis

Developing an Effective Business Model

Building a New Venture Team

Assessing New Venture's Financial Strength and Viability

Writing a Business Plan

Getting Finance or Funding
 Preparing for and Evaluating Challenges of Growth

Mode of delivery:

Face-to-face teaching complemented with online resources

Learning activities and teaching methods:

The course consists of lectures and workshops (32 h), preparation for lectures and workshops (18 h), and, reading the literature and preparation for assignments (50 h), and writing the assignments (40 h).

Target group:

B.Sc. and M.Sc. students from different faculties in the university as well as exchange students

Prerequisites and co-requisites:

None

Recommended optional programme components:

None

Recommended or required reading:

- Bruce R. Barringer and R. Duane Ireland (2006). Entrepreneurship: Successfully Launching New Ventures. Pearson Education.
- Slides and relevant online resources

Assessment methods and criteria:

Individually written assignments. Completion of 10 assignments correspond to revving grade 5, while minimum two are needed to get 1 in order to pass the course

Grading:

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

Person responsible:

Ahmad Arslan and Anne Keränen

Working life cooperation:

Practical insights to new business creation tested through several assignments addressing different aspects associated with it.

Other information:

The student number is limited to 50.

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:

The schedule for the course is dependent on the entrepreneurial event or training in which student takes part in.

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 tailored upon acceptance by the course instructor. The course consists of two parts: practice, and theory. Students compile the course through participating in different entrepreneurship supporting activities. The students can for example participate in Tellus 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:

Materials will be provided during the course.

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 Kemppaala, Anne Keränen

Working life cooperation:

Students learn practical entrepreneurial skills through artistic process.

Other information:

The number of students is limited

724821A: Exercising Entrepreneurship, 5 op

Voimassaolo: 01.08.2020 -

Opiskelumuoto: Intermediate Studies

Laji: Course

Vastuuyksikkö: Oulu Business School

Arvostelu: 1 - 5, pass, fail

Opintokohteen kielet: English

Voidaan suorittaa useasti: Kyllä

ECTS Credits:

5 ECTS

Language of instruction:

English

Timing:

Period 2. and 4.

Learning outcomes:

Upon completion of the course, the students create competencies in an entrepreneurship context. They can recognize, understand and plan how to grasp business opportunities and solve business problems, and evaluate possible solutions. The students can improve their entrepreneurial, business environment analysis and business planning skills, as well as problem solving, communicating and presentation capabilities. They learn to carry out individual assignments, share the work and results and deal with feedback.

Contents:

The students work alone and in small groups to learn both general approaches and specific means of entrepreneurship, such as business analysis, planning and business model evaluation processes, lean and agile entrepreneurship methods, market and customer management, branding and basic financial and other resources management. They get also used to gather and analyze relevant data, present and justify ideas and plans, and respond to external and internal feedback.

Mode of delivery:

Delivered as a facilitated electronic course.

Learning activities and teaching methods:

Individual and group work, guidance.

Target group:

University students.

Prerequisites and co-requisites:

None

Recommended optional programme components:

None

Recommended or required reading:

Selected reading materials.

Assessment methods and criteria:

Includes both group and individual assessment methods.

Grading:

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

Person responsible:

Elina Hyrkäs and Anne Keränen

Working life cooperation:

The course makes use of co-operation with relevant business partners and business-life examples. Students learn from the examples and shared experiences.

Other information:

Oulu Business School students can replace either the 724100P Practical training or the 724102A Company Project by completing the 724821A Exercising Entrepreneurship course.