

unlocking potential



ENTREPRENEURSHIP STUDIES

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ENTREPRENEURSHIP YEAR

University of Oulu Entrepreneurship Year 2015



ENTREPRENEURSHIP EDUCATION START-UP CENTER COOPERATION

NEWS

- 9/6/2015
ONLINE STARTUP MANAGEMENT SCHOOL BY MÄRTEN MICKOS
- 27/4/2015
ENTREPRENEURSHIP SURVEY ONGOING AT THE UNIVERSITY
- 16/4/2015
TUTLI BREAKFAST

EVENTS

- 1/10/2015
International Entrepreneurship Seminar
- 2/9/2015
Tieteen päivät - Tutkimuksen tähtellisyyt



YEAR 2015 IS THE ENTREPRENEURSHIP THEME YEAR

Entrepreneurship takes centre stage on Entrepreneurship Theme Year 2015 in the University of Oulu. Because being an entrepreneur is mostly about doing, we focus on building entrepreneurship as a permanent part of the activities of the University of Oulu in education, research and interest group relations.

During the year we will highlight many kinds of entrepreneur stories and carry out entrepreneur related events together with the University community and our partners.

BUSINESS KITCHEN

POHJOLA 2030 EVENT



Video Photography: Saha Prod
Event Organizers: OuluSES ja OYY

SHORTCUTS

- Business Kitchen
- Kasvutarinoita

Entrepreneurship studies

- **Working life and entrepreneurship skills, 25 ECTS package A631406**
- **Available to all students**
 - Bachelor / master / doctoral / exchange students
 - All faculties
 - Can be taken as a package or as individual courses



The study package





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FOR COMPANIES FOR UNIVERSITIES FOR STUDENTS

DEMOLA

OULU

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APPLY EVENTS NEWS CASES

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Application period is open!

Student, at Demola you are the star. Your talent, energy and ideas make us run, so [FIND YOUR PROJECT](#) and apply before 15.9.2015

... ON ANYTHING "

Get Hello Bar for your website

See our reservation calendar and check if a room is free NOW. [Click here](#)

BUSINESS KITCHEN

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Nestholma

B2B STARTUP ACCELERATOR



Apply for Nestholma B2B-startup accelerator

Application deadline Thu 20.8.

SEPTEMBER 2 • 2015 → Tutkimuksen tähdellisyyys - tieteestä liiketoimintaa [READ MORE](#)

[Show Calendar](#)

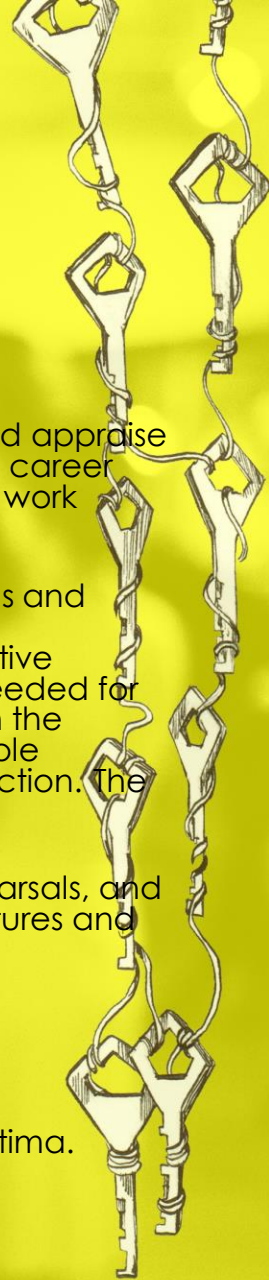
More Info

- <http://www oulu.fi/entrepreneurship/>
- <http:// oulu.demola.net/>
- <http:// www.businesskitchen.fi>
- Petri.ahokangas@ oulu.fi



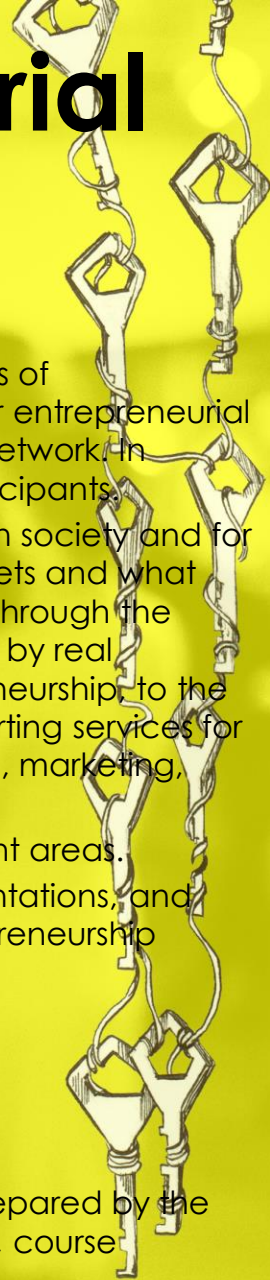
910001S Working Life and Studies, 5 ECTS

- **Language of instruction:** Finnish (English as of fall 2015)
- **Timing:** Spring (period D)
- **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 and B. 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 from 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:** None
- **Recommended optional program components:** No
- **Readings:** Materials available in Optima. Lecture notes.
- **Assessment methods and criteria:** Assessment based on self-learning reports submitted to Optima.
- **Grading:** Pass or Fail.
- **Responsible persons:** Kaisa Karhu, Maarit Jokela
- **Other information:** The number of students is restricted



910002S Toward Entrepreneurial Mindsets, 5 ECTS

- **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:** None
- **Recommended optional program components:** No
- **Readings:** 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.
- **Responsible persons:** Anne Keränen
- **Other information:** The number of students is restricted



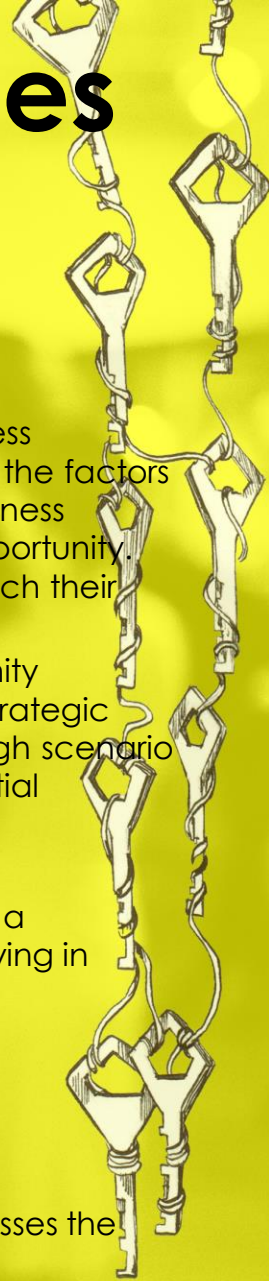
910003S Building Business through Creativity and Collaboration, 5 ECTS

- **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:** None
- **Recommended optional programme components:** No
- **Readings:** Materials provided during the course.
- **Assessment methods and criteria:** Active participation in the teamwork. Learning diary assessment.
- **Grading:** Pass or Fail.
- **Responsible persons:** Johanna Bluemink
- **Other information:** The number of students is restricted



910004S Turning Opportunities to Business, 5 ECTS

- **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:** None
- **Recommended optional programme components:** No
- **Readings:** 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
- **Responsible persons:** Petri Ahokangas
- **Other information:** The number of students is restricted



910005S Entrepreneurial Field Project, 5 ECTS

- **Language of instruction:** English
- **Timing:** Spring and Fall.
- **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 organised 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:** None
- **Recommended optional programme components:** No
- **Readings:** Materials vary according to the assignment.
- **Assessment methods and criteria:** Assessment based on participation and project outcomes.
- **Grading:** Pass or Fail.
- **Responsible persons:** Mia Kemppaala
- **Other information:** The number of students is restricted

