



South-Eastern Finland
University of Applied Sciences

ENTREPRENEURIAL MINDSET

Extent: 3 ECTS Credits

Responsible teachers:

Borisova Lidia (<https://www.linkedin.com/in/lidia-borisova-87047baa/>)
co-teacher Simo Lahdenne (<https://www.linkedin.com/in/lahdennesimo/>)

Course contact person: Ulla Vuorinen

Seats: 30

Duration:

Week 32 (09.08.2021-13.08.2021), pre-course individual work
Weeks 33-34 (16.08.2021-27.08.2021), online sessions

Course format: online

Application period: 1.-31.3.2021

COURSE INFORMATION

Course objectives

Content

The course will provide you with understanding of entrepreneurship essentials to apply it in any entrepreneurial endeavor you will take. You will start getting to know yourself and your entrepreneurial skills, after expanding your vision to the team that you will form, then identify profile of your potential customers and their needs to dive into solution ideation space, further map the eco-system your plan to operate in and define your place in it. During 2 weeks time we will prepare and equip you with relevant knowledge and tools for the start of your future entrepreneurial journey. The course will cover following topics: design thinking to operate in uncertainty and get to the root cause of your users problems; positive product development to see all the problems as opportunities ; ideation and disruption to be radically innovative; product market fit concept as a core of all successful businesses; presentation / pitching to sell your idea; resilience, failing and pivoting to learn fast not to waste scarce resources; eco-system thinking to create the best opportunity for your venture; self-development and self-management skills to be proactive to build the future in a sustainable way.

Learning outcomes

- To identify sustainable business opportunities



South-Eastern Finland
University of Applied Sciences

- To pitch business ideas
- To develop remote team working skills, including practicing different tools for team working and communication
- To develop self-awareness and self-management skills, including time management and personal wellbeing
- To explore thinking out of the box and being creative and innovative
- To practice in safe environment resilience, e.g. coping with challenges, learning how to fail & pivot
- To think critically and through ethical and sustainable lenses
- To be able to map eco-system and see the sweet spot for your business in it

Prerequisites

Excellent English skills, well-functioning internet connection. *Having entrepreneurial idea in mind might gradually benefit the course study journey.*

Grading

Pass/fail or 0-5

Excellent (5)

Good (3-4)

Satisfactory (1-2)

Fail (0)

Preliminary schedule

W32 (09.08.2021-13.08.2021), pre-course individual work

W33-34 (16.08.2021-27.08.2021), online sessions

10.00-12.00 workshops, lectures, panel discussion time

13.00-15.00 workshops, lectures, guided self- and/or team study time

References (course content derived from these courses):

Startup Experience - <https://avp.aalto.fi/avp-course/startup-experience/>

Good Life Engine - <https://avp.aalto.fi/avp-course/good-life-engine/>

Creating Multidimensional Experiences - <https://avp.aalto.fi/avp-course/avp-summer-school/>

Käyttäjälähtöinen tuotekehitysprojekti -

https://oodi.aalto.fi/a/opintjakstied.jsp?MD5avain=&Kieli=1&OpinKohd=1142308744&OpetTap=1144201895&takaisin=opettaptied.jsp&vl_tila=&Opas=&ooo_SortJarj=&Org=&haettuOpas=



South-Eastern Finland
University of Applied Sciences

In addition to current offer students can take before or simultaneously 2 credits online course Starting up - <https://avp.aalto.fi/avp-course/starting-up/>

Lecturers of the course:



Lidia Borisova

Head of Education in Aalto Ventures Program, Startup experience course head teacher, co-author and teacher at Good Life Engine, Creating Multidimensional Experiences, Entrepreneurship Essentials courses.



Simo Lahdenne

I'm currently teaching in Aalto Ventures Program. Main topic is user centric product development. Good skills in Customer involvement, Development process and Development tools, from need finding to testing. Experienced in international teamwork. I am described as creative and good at problem solving.