

**All for
the future.**



Post-Graduate Diploma in Entrepreneurship and Startups in Finland

Opportunity to study in Finland

Finland consistently ranks high in the world happiness ranking, quality of education and security. It is also abundant in nature and peaceful environment. Finland is a technological forerunner in various sectors and innovation is supported by a vibrant entrepreneurial ecosystem producing some of the world's most successful companies.

South-Eastern Finland University of Applied Sciences (Xamk) is situated in Kouvola city, just 1.5 hours train ride from the capital city Helsinki where living costs are slightly cheaper. Xamk is among the top universities of applied sciences in terms of number of degree programs, amount of continuous learning credits and external research funding, according to the Ministry of Education and Culture's comparison of various indicators. By joining Xamk, you have the possibilities to explore multitude of interests in various in-house development projects and study programmes.

Possibilities to continue to our MBA programme

After completing the diploma programme in Entrepreneurship and Startup Studies from Xamk, it is possible to transfer credits and continue in our MBA programme at the same campus. However, it is important to notice that you must fulfill specific requirements to be able to obtain a study place in our MBA programme. Many of our graduates continue their residence and are gainfully employed in their specialized area after graduation from the MBA programme in Finland.

In the programme, we focus on applied component of business knowledge. Our pedagogical focus is on learning by doing, utilizing project and problem-based learning. During the studies, students actively participate in various startup and entrepreneurial events in close collaboration with local businesses and regional support organizations. Lectures, class assignments, group projects, activities and events with partners require active participation in person in Kouvola campus and the region throughout the programme.

Students generate ideas for a new venture, develop and test it in simulated environments with continuous feedback from relevant stakeholders provided during their study period. The primary role of the instructors is to facilitate learning and to be in dialogue with the stakeholders and students are highly encouraged to be proactive in their learning.

South-Eastern Finland
University of Applied Sciences



The structure of the programme

The programme is divided into three modules: Ideation, business development and scale up. The structure closely follows the startup growth-stages and the important components of a typical business plan. Research and development skills are integral part in all the stages. In the ideation stage, students focus on developing their entrepreneurial skillset and utilizing techniques to identify business opportunities for their innovative venture.

Students will participate in various startup bootcamps to get intimately familiar with the entrepreneurial ecosystem in Finland. Toolkits for trendspotting and disruption will be introduced for generating ideas for a new venture. Individual and group skills to develop entrepreneurial capabilities will be taught including leadership, team management, legal setup, and Intellectual Property Rights (IPR). The students will demonstrate their business idea or a prototype as a business pitch at the end of the module.

During the development stage, core components of a business model are further developed and refined. Students will be provided with tools and techniques to design their offerings, create marketing, sales and a product plan, operations strategy, and financial plan.

We focus on developing qualitative, quantitative and design thinking approaches to fine tune the operations of a new venture. At the end of the module, students should present their detailed business plan and refine it further with given feedback.

During the launch and scale up stage, students will focus on testing their new venture through customer analytics and market research. Students are taught to be reflexive about the impact of their potential business on society and other individual risks involved. Startup events are integral part at this stage to develop networks and seek funding for the approved business plan. Finally, students will focus on scaling up opportunities for their venture globally through various modes of operations. At the end of this stage, students will have to pitch a new venture investment pitch in a real-life context.

Module 1: Ideation

Entrepreneurial ecosystems	Entrepreneurial culture & skills	Entrepreneurial law & IPR	Strategic business insights	RDI
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Pitstop 1: New venture pitching

Module 2: Business Development

Designing value propositions	Marketing, sales & product plan	Operations strategy	Financial plan	RDI
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Pitstop 2: Business plan pitch

Module 3: Business scale up

Business model testing	Societal business impact	Risk management	Business growth opportunities	RDI
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Pitstop 3: Investment pitch

Our prospective students

We are looking for students who favor hands-on approach to business development rather than rote learning. The students should see themselves as future entrepreneurs who want to seriously develop their new venture idea(s). You prefer to work in teams and in close collaboration with other businesses and stakeholders.

You may be looking for an exchange abroad or are affiliated with member institutions or looking for an alternative pathway to continue your master's degree or you want to reside and establish your own business in Finland after completing the diploma.

You should have excellent English communication skills and be open minded about working with people from diverse cultural backgrounds. You are also interested in participating in various multidisciplinary projects at Xamk.



Read more:

xamk.fi/diplomainbusiness