

UNIVERSITY OF LAPLAND, FACULTY OF SOCIAL SCIENCE

CURRICULUM of Entrepreneurial Studies 60 ECTS

The Aim of the Curriculum

The aim of entrepreneurial studies is to promote entrepreneurship and entrepreneurial mindset among university students and spirit of entrepreneurship. In Curriculum skills of business and entrepreneurial mindset are integrated.

To whom is the curriculum meant

The entrepreneurial studies are meant for students of all faculties at the University of Lapland and for students of Open University. These studies are suitable as minor or major secondary subject.

Methods

The Curriculum promote entrepreneurial pedagogy by using, connecting and adapting blended learning. In the studies recognition and validation of non-formal and informal learning is in main role. Teachers are also tutors. Learning tasks are integrated with entrepreneurship.

It's expected active participation of learners in their own learning process and in group's learning process.

Requirements

Requirements of learning units are lectures, trainings, several kinds of learning tasks, autonomous studying and looking for information and participating in learning process.

Learner will get information of how to collect portfolio in the beginning of each learning unit and she/he will return hers/his digital LU –portfolio in two weeks time after learning unit is finished. Learners will get more information in the beginning of studies.

Evaluation and Grading

Grades are 1-5 and fail. Evaluation is based in portfolio evaluation which means that learner will collect learning tasks in portfolio guided by teacher and showing hers/his know-how.

Language

Teaching language is Finnish. Material of virtual course is partly in English.

Required reading and Alternative Requirements

To get grade of entrepreneurial studies learner have to pass basic and subject studies after this curriculum. It's highly recommended that learners will take learning units in this order, because it helps learning. If learners have studies which they like to include in these entrepreneurial studies they can be in touch to the teacher.

It's also recommended that all learners take a part in KAKA0003 Academic learning skills.

Lectures and Tutors

Teachers of entrepreneurial studies are lecturers of faculties, experts of other university units and alumnaes. Responsible scientific professor of entrepreneurial studies is Vice Dean, professor Susan Meriläinen. Training Manager Helena Tompuri is responsible of the whole planning process in practise.

CONTENT

FACULTY OF SOCIAL SCIENCE	1
CURRICULUM of Entrepreneurial Studies 60 ECTS	1
The Aim of the Curriculum	1
To whom is the curriculum meant	1
Methods.....	1
Evaluation and Grading.....	1
Language.....	1
Required reading and Alternative Requirements	1
Lectures and Tutors	1
SYRIT1100 BASIC STUDIES OF ENTREPRENEURSHIP, 25 cr	3
YRIT1101 Fostering Entrepreneurial Mindset, 3 cr.....	3
Spontaneous entrepreneurship as a tool – entrepreneurship as a skill of civic.....	3
YRIT1102 Entrepreneurship, 5 cr.....	5
YRIT1103 The Innovations and Entrepreneurship, 5 cr.....	6
YRIT1104 Success Factors of Business, 5 cr	7
YRIT1105 Introduction to Business Law, 2 cr.....	8
YRIT1106 Business Plan and the Building of a Enterprise, 5 cr	9
SYRIT1200 SUBJECT STUDIES of ENTREPRENEURSHIP, 35 ct	10
YRIT1201 Dimensions of Entrepreneurship, 5 cr.....	10
YRIT1202 Supply Chain Management, 5 cr	11
YRIT1203 Special Issues, 3-5 cr.....	12
YRIT1204 Legal Aspects of Entrepreneurship, 8 cr.....	13
YRIT1205 e-Entrepreneurship, 4 cr.....	14
YRIT1206 Researching own work to develop own entrepreneurial acting, 10 cr	15
YRIT1206 Researching own work to develop own entrepreneurial acting, 10 cr	15

SYRIT1100 BASIC STUDIES OF ENTREPRENEURSHIP, 25 cr

YRIT1101 Fostering Entrepreneurial Mindset, 3 cr

Spontaneous entrepreneurship as a tool – entrepreneurship as a skill of civic

After the Learning Unit the learner will be able to

- define concepts which are connected with entrepreneurship
- tell the meaning of entrepreneurship in learning and fostering process
- act an entrepreneurial way in variable situations
- know hers/his strength as an entrepreneurial readiness
- tell, what does self- management mean
- make up portfolio of know-how and exploit portfolio later on in learning

Content of Learning Unit

- Self management and entrepreneurial readiness
- Concepts of Entrepreneurship
- Entrepreneurship as a knowledge, skill and attitude
- Entrepreneurship in life long learning
- Different participation and influence methods in the civic society
- making up portfolio of know-how

Methods

Learning 20 hours, tutoring 1 hour per student

Literature

Obligatory literature

- **Haataja, A.** 2009. Kohti yrittäjyysvalmiuksia vuorovaikutuksellisessa oppimisympäristössä. Teoksessa K. Kurtakko, J. Leinonen ja M. Pehkonen (Toim.), Opettajaksi kehittyminen, hyvinvointi ja oppimisen strategiat, s. 19-38. Juhlakirja Raimo Rajala 60 vuotta. Lapin yliopiston kasvatustieteellisiä julkaisuja 19. Rovaniemi: Lapin yliopisto. ISBN 978-952-484-281-5
- **Haataja, A. & Hietanen, L. & Järvi, T. & Tompuri, H.** 2009. Kohti yrittäjyysvalmiuksia - Päättöksenteon oppiminen systeemisessä oppimisympäristössä. Teoksessa Yrittäjyyskasvatuksen muotoutuva maisema - Yrittäjyyskasvatuksen identiteettiä rakentamassa. (toim. Kansikas, Juha & Kyrö, Paula & Seikkula-Leino, Jaana & Römer-Paakkanen, Tarja) Jyväskylän taloustieteen julkaisuja:179:2009.s.108- 144. ISBN 978-951-39-3681-5
- **Hietanen, L.** 2009. Monologin hallitsijasta dialogin mahdollistajaksi. Teoksessa K. Kurtakko, J. Leinonen ja M. Pehkonen (Toim.), Opettajaksi kehittyminen, hyvinvointi ja oppimisen strategiat, s. 39-57. Juhlakirja Raimo Rajala 60 vuotta. Lapin yliopiston kasvatustieteellisiä julkaisuja 19. Rovaniemi: Lapin yliopisto. ISBN 978-952-484-281-5
- **Gibb, A. A.** (2002) Creating Conducive Environments for Learning and Entrepreneurship; living with, dealing with, creating and enjoying uncertainty and complexity'. Industry and Higher Education Volume 16 Number 3.
- **Gibb, A.** 2005. The future of entrepreneurship education - Determining the basis for coherent policy and practice. In Kyrö, P. and Carrier, C. The Dynamics of Learning Entrepreneurship in a Cross-Cultural University Context. University of Tampere, Faculty of Education, Research Center for Vocational and Professional Education, 44-66. ISBN 9789514463792
- **Kyrö, Paula.** 1998. Yrittäjyyden tarinaa kertomassa. Helsinki: WSOY. Sähköisesti jaettava materiaali.
- **Ristimäki, Kari.** 2004. Yrittäjyyskasvatus. ISBN 9789525383232

- Yrittäjyyskasvatuksen monia suuntia. 2007. Toim. **P. Kyrö, H. Lehtonen & K. Ristimäki**. Hämeenlinna: Tampereen yliopiston kauppakorkeakoulu. ISSN 0358-6197

Extra material informed by lecture

- Best procedure Project: "Entrepreneurship in higher education, especially in non-business studies" Final Report of the expert groups. March 2008. http://ec.europa.eu/enterprise/newsroom/cf/document.cfm?action=display&doc_id=3581&userservice_id=1&request.id=0.
http://ec.europa.eu/enterprise/newsroom/cf/document.cfm?action=display&doc_id=3581&userservice_id=1&request.id=0.
- EU:n asiantuntijaryhmän loppuraportti: Best-menettelyn mukainen yrittäjyyskasvatushanke. Sähköisesti jaettava materiaali.
- Cope, Jason 2005: Toward a Dynamic learning Perspective of Entrepreneurship. Entrepreneurship Theory and Practice, 29(4): 373-397. <http://eprints.lanccs.ac.uk/30693/>
- Ikonen, Risto. (2006). Yrittäjyyskasvatus. Kansalaisen taloudellista autonomiaa etsimässä. ISBN 9525591824
- Kuratko D. F. 2005: The emergence of Entrepreneurship Education: Development, Trends and Challenges. Entrepreneurship Theory and Practice, p. 577-597. www.allbusiness.com/human-resources/careers-job-training/518967-1.html
- Nousiainen, L. & Piekkari, U. Osallistuva oppilas – yhteisöllinen koulu. Oppilaskunnan ohjaavan opettajan opas. Opetusministeriön julkaisuja 2005:19. www.minedu.fi

Tutor Helena Tompuri, Open University and Lenita Hietanen, Faculty of Education

Period First Period, year 2010. Recommended to participate in first year

More information It's also possible to take Learning Unit as 7 cr and after this Entrepreneurship studies are 29 cr as a whole. Before taken LAPE1708 Entrepreneurial Education Learning Unit will take place this Learning Unit.

YRIT1102 Entrepreneurship, 5 cr

After the Learning Unit the learner will be able to

- sort out expressions of entrepreneurship in many and multidisciplinary ways in the society
- explain the process of entrepreneurship and action plan of enterprise in the society at different times and in variable social structures
- describe entrepreneurship as possibility of making a living, even as profession and actions and sectors of enterprise

Content of Learning Unit

- history of entrepreneurship, content and status in public economy and organization
- Entrepreneurial way of thinking connected in business
- Environment of business and entrepreneurship and global economy
- Lines of location of environment as facts guided to entrepreneurship
- Promoting of entrepreneurship and business

Methods

Lectures 12 hours and training 10 hours

Literature

- **Heinonen, Jarna & Vento-Vierikko, Irma.** 2002. Sisäinen yrittäjyys: uskalla, muutu, menesty. Helsinki: Talentum. ISBN 9789521406614
- **Lavas, Ilkka O.** 2005. Luontainen yrittäjyys: Mietelmiä yrittäjän elämästä. ISBN 952-91-8686
- **Yrittäjyyskatsaus** 2009. Kauppa- ja teollisuusministeriön julkaisuja. Helsinki. www.tem.fi/
- **Kyrö, Paula.** 2006. Yrittäjyys, talous ja kestävä kehitys. ISBN 951-44-6378-1
- **Rissanen, Tapio.** 2010. Yrittäjyys on täyttä elämää. ISBN 9789525128413
- GEM-tutkimus Global Entrepreneurship Monitor 2008. www.tse.fi/FI/media/ajankohtaista/Pages/gem08.aspx
- Kirjallisuutta organisaatio ja yrittäjyys teemasta

Extra material informed by lecturer

Tutor Seppo Särkkä, Open University

Period First period, Autumn 2010

YRIT1103 The Innovations and Entrepreneurship, 5 cr

After the Learning Unit the learner will be able to

- recognize meaning of creativity and innovation in entrepreneurship
- describe responsible and sustainable entrepreneurship
- make a description of business idea
- make an analysis of operational environment

Content of Learning Unit

- Creativity and innovation basis for birth of business plan
- Parts of business idea and its description
- Creating of new business idea and analysis of operational environment operational analysis

Methods

- Lectures 16 hours and working in small groups, 3-5 students/group, 1 hour/group

Literature

- **Koiranen, Matti.** 2000. Ole yrittäjä - sisäinen ja ulkoinen yrittäjyys.
- **Laitila,** 2001. Yritysideasta toimivaan yritykseen. Verkkomateriaali löytyy internetosoitteesta: www.yrittajakoulu.fi
- Harjoitustyöhön: **McKinsey&Company,** 2000. Ideasta kasvuyritykseksi. <http://web.venturecup.fi/index.php?id=406>
- **Kasvuyrittäjyyden kannustaminen verotuksen keinoin.** 2009. Työ- ja elinkeinoministeriön julkaisuja. 29/2009. www.tem.fi.

Extra material informed by lecturer

Tutor Rauno Rusko

Period Second period, Autumn 2010

YRIT1104 Success Factors of Business, 5 cr

After the Learning Unit the learner will be able to

- recognize the wherewithals of profitable business
- sell and market own know how and products
- interpret product and economic process with indicators
- set a enterprise to the operational environment
- draft in this operational environment management and earning model of enterprise which bring on competitive advantage based on strategic success factors of enterprise

Content of Learning Unit

- Elements of profitable entrepreneurship and business
- Elements of economics, means of financing and marketing
- Diversity of entrepreneurship and environments
- Case of entrepreneurship – demonstrations and games

Methods

- Lectures 18 hours, and Case –trainings in small groups 15 hours

Literature

- **Alhola, Lauslahti**, 2004. Taloutta johtamista varten. Edita. ISBN 9789513741211
- **Bergström, Seija & Leppänen, Arja**. 2007 Yrityksen asiakasmarkkinointi Business. Edita. ISBN 9789513754471
- **Jylhä, Eija & Viitala, Riitta**. 2009. Liiketoimintaosaaminen Business. Edita. ISBN 9789513746278
- **Neilimo, Näsi**. 2009. Mitä on liiketoimintaosaaminen. ISBN 9789510315163
- **Siikavuo**, 2003. Pienyrityksen taloushallinto. ISBN 9789521407659
- **Vierula, Markku**. 2006. Markkinointi, myynti ja viestintä. ISBN 9789521414244

Extra material informed by lecturer

Tutor Seppo Särkkä, Open University

Period Thrid period, Spring 2011

YRIT1105 Introduction to Business Law, 2 cr

After the Learning Unit the learner will be able to

- describe main points of business law
- describe meaning of law-making in entrepreneurship and business
- describe meaning of legal regulation in entrepreneurship
- recognize in practical situations relevant questions of business law
- tunnistaa käytännön tilanteissa yritysjuridiikan kannalta merkitykselliset ongelmat

Content of Learning Unit

- Main points of business law
- Meaning of legal regulation in entrepreneurship and business
- Cases

Methods

- Lectures 5 hours, training 10 hours

Literature

Oikeusjärjestys I (2009 s. 521–566), luku Esineoikeus
Oikeusjärjestys II (2010 s. 62–125), luku Vero-oikeus
Oikeusjärjestys III (2010 s. 1–75), luku Velvoiteoikeus
Oikeusjärjestys II (2010 s. 369–536), luku Kauppa-oikeus

Extra material informed by lecturer

Tutor taloudellisten suhteiden yliopistolehtori, OTK ja Helena Tompuri, Open University

Period fourth period, Spring 2011

YRIT1106 Business Plan and the Building of a Enterprise, 5 cr

After the Learning Unit the learner will be able to

- adapt what she/he learned in specifying of business idea and building of enterprise
- specify from business idea to business plan
- explain differences of form of enterprise and meaning in stage of building
- tell facts of building enterprise and grant and financial resources
- build up enterprise and make a financing plan
- describe planning through life cycle of enterprise

Content of Learning Unit

- Birth of enterprise and different choices in building of business
- Specifying own business idea and planning of stage of building
- Making a business plan and valuation
- Get to know with others' business plans
- Traps of enterprise
- Facts of building enterprise and grant and financial resources

Methods

- Lectures 10 hours, training 20 hours

Literature

- **Cagan & Vogel.** 2003. Kehitä kärkituote, ideasta innovaatioksi. Talentum. ISBN 9521406690
- **Collins;** 2001. Hyvästä paras: miksi jotkut yritykset menestyvät ja toiset eivät. ISBN 9789521412066. Myös CD.
- **Meretniemi, Ylönen.** 2008. Yrityksen perustajan harjoituskirja. ISBN 9789511223696
- **Meretniemi, Ylönen.** 2009. Yrityksen perustajan käsikirja. ISBN 9789511241485
- **Puustinen T.** 2004 tai uud. Avain omaan yritykseen. ISBN 9525524078
- **Raatikainen, L.** 2006. Liikeideasta liikkeelle. Edita. Helsinki. ISBN 9789513746643
- **Rikkinen, Lasse.** 1999. Löydä oma yritysideasi. Edita. Helsinki. ISBN 951-37-1786-0

Usefull links:

www.yrityssuomi.fi, www.ek.fi, www.prh.fi, www.tekes.fi, www.pellervo.fi, www.sitra.fi, www.vero.fi,
www.keskuskauppakamari.fi, www.uusyrittyskeskus.fi, www.ytj.fi, http://www.ely-keskus.fi,
www.palkka.fi, www.finnvera.fi, www.mol.fi, www.syo.fi, www.kuntaliitto.fi, www.valtioneuvosto.fi,
www.lapinliitto.fi, www.etk.fi, www.etera.fi, www.vakes.fi, www.tyoelake.fi, www.tiltoimistot.fi,
www.finlex.fi, www.keksintosaatio.fi, www.fvca.fi, www.ledi.fi/bisnesenkeli/, www.ayt.fi, www.syt.fi,
www.kela.fi, www.vtt.fi, www.mainostajat.fi, www.mark.fi, www.kuluttajavirasto.fi,
www.yrityskummit.fi

Tutor Rauno Rusko ja Seppo Särkkä

Period fourth period, Spring2011

SYRIT1200 SUBJECT STUDIES of ENTREPRENEURSHIP, 35 ct

YRIT1201 Dimensions of Entrepreneurship, 5 cr

After the Learning Unit the learner will be able to

- describe and discuss about entrepreneurship as a social and scientific phenomena
- recognize the points of entrepreneurial development
- produce solutions to problem situation of entrepreneurship and business
- recognize entrepreneurship as economical, psychological and social
- classify and analyze dimensions of entrepreneurship
- tell facts of responsible entrepreneurship and sustainable development in enterprise

Content of Learning Unit

- Practical entrepreneurship from point of view of society, regional and local economy, business and individuality
- Current special issues of entrepreneurship as change of generation, caring
- Problems between entrepreneurship and sustainable development after newest international researches
- Development planning of growth enterprise

Methods

- Lectures and training 25 hours

Literature

- **Vesalainen**, 2001. Yrittäjyyden ulottuvuudet. <http://www.yrittajakoulu.fi>
- **Yrittäjyyskasvatuksen suuntaviivat**. Opetusministeriön julkaisuja 2009:7. www.minedu.fi sekä yksi seuraavista:
- **Paulamäki**, Kauppiasyrittäjän toimintavapaus ketjuyrityksessä: haastattelututkimus K-Kauppiaan kokemasta toimintavapaudesta agenttiteorian näkökulmasta (2007). <http://hsepubl.lib.hse.fi/FI/>
- **Bruni & Attila**, 2005. Gender and Entrepreneurship: An Ethnographic Approach. ISBN 0-415-35228-2
- **Perheyrietykset kansataloudessa**. 2009. Työ- ja elinkeinoministeriön julkaisuja. 53/2009. www.tem.fi

Tutor Rauno Rusko

Period thrid period, Spring 2011

YRIT1202 Supply Chain Management, 5 cr

After the Learning Unit the learner will be able to

- analyse cases connected to cooperation between enterprises
- recognize meaning of cooperation in innovation, production and whole supply chain management
- discuss meaning of intra-firm cooperation
- explain the advantages of synergy and how to use synergy
- specify cooperation from the viewpoints of strategic management
- recognize possibilities of networking in production of products and services

Content of Learning Unit

- entrepreneurship and enterprise as a part of supply chain and supply net
- Advantages and disadvantages of cooperation
- Dimensions of cooperation

Methods

- Lectures 25 hours

Literature

- **Holma, H.** 2006. Supply chain management and industry cyclicity. A study of the Finnish sawmill industry. www.kirjasto.oulu.fi/julkaisutoiminta/elektroniset/kaikki.html
- **Iskanius, P.** 2006. An Agile Supply Chain for a Project-oriented Steel Product Network. www.kirjasto.oulu.fi/julkaisutoiminta/elektroniset/kaikki.html

Extra material informed by lecturer

Tutor Rauno Rusko

Period fourth period, Spring 2011

YRIT1203 Special Issues, 3-5 cr

After the Learning Unit the learner will be able to

- depend hers/his know how of entrepreneurship

Content of Learning Unit

- the learner will be able to choose as optional learning unit
- tähän opintojaksoon voidaan sisällyttää valinnaisena kurssina

for instance some learning from own university

or

YLAS0100 or ja YMAR0100-learning unit

or

Learner is able to collect content of LU e.g. lectures of guest lecturer, 3 to 5 presentations (entrepreneurial) and make a learning task agreed with responsible lecturer.

Students have to agree before hand

Tutor Rauno Rusko

Period No timing

YRIT1204 Legal Aspects of Entrepreneurship, 8 cr

After the Learning Unit the learner will be able to

- complete hers/his know how of legal aspects of entrepreneurship
- adapt know how in hers/his work
- evaluate in practical situations, relevant problems of business law
- pick up know how of experts

Content of Learning Unit

- Relevant problems of business law
- Commercial legal aspects in entrepreneurship
- Course of contract law connected to entrepreneurship

Methods

- After methods of LUs

Literature

Extra material informed by lecturer

Tutor taloudellisten suhteiden yliopistolehtori, The Faculty of Law ja Helena Tompuri, Open University

Period first period, autumn 2011

YRIT1205 e-Entrepreneurship, 4 cr

After the Learning Unit the learner will be able to

- discuss of e-entrepreneurship as profession
- use learned know how building up e-enterprise
- recognize and explain special features of web commercial
- describe web methods to develop client service
- tell, what possibilities will open when business adapt to global network economy

Content of Learning Unit

- business in net and as a profession in global economy
- building up e-enterprise and marketing
- ethics of e-enterprise and behavior of consumers
- challenges of e-enterprise in pricing, marketing and selling
- e-enterprise and social media
- research of e-enterprise
- valuation of products from cuncumers poin of view

Methods

- Lectures 15 h, cases in groups 10 hours

Literature

- **Vehmas, Seppo.** 2008. Perusta menestyvä verkkokauppa. ISBN 9789510340462
- **Babin,Gilbert, Kropf, Peter& Weiss, Michael.** 2009. E-Technologies: Innovation in an Open World: www.tieke.fi/julkaisut/oppaat_yrityksille/sahkoisen_kaupankaynnin_aapinen/
www.e-finland.org/ecfry

Extra material informed by lecturer

Tutor Rauno Rusko ja Seppo Särkkä

Period second period, Autumn 2011

YRIT1206 Researching own work to develop own entrepreneurial acting, 10 cr

After the Learning Unit the learner will be able to

- document own work and ways of acting
- locate meaning of documentation in developing of own profession
- strengthen hers/his own entrepreneurial skills and operations models
- discuss critically of entrepreneurship as research field and it's social meaning
- valuate meaning of entrepreneurship connected in hers/his substance
- use research methods and create new scientific know how
- analyze material gathered from hers/his own work
- do research connected to hers/his own field and entrepreneurship

Content of Learning Unit

- Action research and principles of ethnography
- Exploit cooperation net
- Methods, tools and using them in learning
- Making of conclusions from data
- Using of data in developing of acting in valuation and planning
- Learning in work, enterprices or other organisations

Methods

- Lectures 16 hours, guiding in workplace

Literature

- **Ahlberg, M.** 2002. Käsitekartta tutkimusmenetelmänä. www.metodix.com/fi/sisallys/04_virtuaalikirjasto/dokumentit/aineistot/kasitekartta
- **Ahlberg, M.** 2001. Concept mapping as a research method. www.metodix.com/en/sisallys/index
- <http://www2.ucsc.edu/mlrg/clr-conceptmapping.html>,
- http://users.edte.utwente.nl/lanzing/cm_home.htm
- **Novak, J.** 1998. Learning, creating and using knowlwdge. Concept Maps as facilitative tools in schools and in corporations. London: Lawrance Erlbaum.
- **Ruiz-Primo, M. & Shavelson, R.** 1996, Problems and issues in the use of concept maps in science assessment. Journal of Research in Science Teaching 33(6), 569-600.
- www.edu.helsinki.fi/bio/didaktiikka/index.htm

Extra material informed by lecturer

Tutor Helena Tompuri, Open University and Lenita Hietanen, Faculty of Education

Period fourth period, Spring 2011

Lisätietoja

After the Learning Unit the learner will have better chance to get work and to use created networks. Learner will also build up enterprise or learner will have already own enterprise and learner can connect tasks to own work. Learners will be able to build up teamenterprise.