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## **25C00100 Entrepreneurship and Innovation Management (6cr)**

**Responsible teacher:** Teemu Kautonen; Johannes Gartner

**Status of the Course:** BSc degree, specialisation studies in management, a compulsory course. This course is only available to students in Aalto BIZ. Students in the other Aalto Schools should instead enroll to 25C00200 Entrepreneurship and Innovation Management (3 credits).

**Level of the Course:** Intermediate

**Teaching period:**

II 2018-19 (autumn) and IV 2018-19 (spring) Otaniemi campus

II 2019-20 (autumn) and IV 2019-20 (spring) Otaniemi campus

The course is taught once in each semester

**Workload:**

1. Classroom hours 6 h

2. Preparation of individual assignments 74 h

3. Preparation of group work assignments 80 h

**Learning Outcomes:** At the end of this course, students are expected to have developed an understanding of two principal issues that entrepreneurial businesses entering new markets face: (1) market and competitive analysis and (2) strategic positioning.

**Content:** The course applies a 'blended learning' approach, that is, a combination of online contents and classroom teaching. It is also possible to complete the whole course online.

**Assessment Methods and Criteria:** Individual assignments 50%. Team assignments 50%.

**Study Material:**

The materials necessary for completing the course will be available on MyCourses. Students can also use the following (optional) textbook to support their learning:

Besanko, David, Dranove, David, Shanley, Mark, & Schaefer, Mark (2013). Economics of Strategy. 6th Edition International Student Version. Wiley.

**Availability**

**Course Homepage:** <https://mycourses.aalto.fi/course/search.php?search=25C00100>

**Evaluation:**

0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WebOodi ends 7 days before the period starts.

**Language of Instruction:** English

**Further Information:** The maximum number of students admitted to the course is 100. Priority is given to (1) BSc students studying in the specialisation of Management, and (2) BSc students studying in a minor study package in Management.

## **25E18000 Sustainable Entrepreneurship (6 cr)**

**Responsible teacher:** Ewald Kibler

**Status of the Course:** MSc, specialisation studies in the Entrepreneurship and Innovation Management. The course is an elective course in the programme studies and in the minor studies in Entrepreneurship and Innovation Management; also an AVP-course

**Level of the Course:** Advanced specialisation studies

**Teaching period:** Period IV (Spring 2019, Otaniemi campus)

Period IV (Spring 2020, Otaniemi campus)

**Workload:** 24 h contact hours

136 h independent work

**Learning Outcomes:** Students gain a topical overview of current scholarly and policy discussions about sustainable entrepreneurship, and learn to analyse the social and ecological sustainability of current business practices. Based on individual learning interests, students are able to engage in real-life sustainability research, consultancy or start-up projects. They learn to identify practical challenges for developing sustainable business solutions, and to present their solutions to different stakeholders, such as entrepreneurs, civic society organizations and policy makers.

**Content:** The course focuses on the promise of sustainable entrepreneurship to play a key role in the transition towards a more socially and ecologically responsible economy and society. A unique feature of the course design is that it complements lecture sessions with a strong emphasis on challenge-based learning in cooperation with real-life stakeholders (e.g. public institutions, civic society organizations, private enterprises). Students are able to integrate their personal interests and leverage their knowledge in sustainability by selecting between different actor-learning profiles (e.g. researcher, consultant, entrepreneur). The course concludes with the Sustainable Entrepreneurship Day, a yearly public event connecting Aalto students with the entrepreneurship ecosystem

**Assessment Methods and Criteria:** Written group assignment (50%)

Oral group assignment (20%)

Individual written assignment (30%)

**Study Material:** A variety of articles on sustainability entrepreneurship. More detailed instructions will be provided in the course syllabus.

**Course Homepage:** <https://mycourses.aalto.fi/course/search.php?search=25E18000>

**Evaluation:** 0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WedOodi ends 7 days before the period starts.

**Language of Instruction:** English

### **Further Information:**

The course is open to all Aalto students. Priority is given to students in (1) MSc Entrepreneurship, (2) MSc Creative Sustainability, (3) CEMS, and (4) other Aalto BIZ Master's programmes. Students can further develop their venture ideas initiated in other Aalto courses, such as 25E50000 Venture ideation or 21E10000 How to change the world.

## **25E44000 Venture Formation(V) (6 cr)**

**Responsible teacher:** Myrto Chliova; Jukka-Pekka Heikkilä

**Status of the Course:** MSc, specialisation studies in the Entrepreneurship Master's programme. The course is an elective course in the programme studies and in the minor studies in Entrepreneurship and Innovation Management; also an AVP-course

**Level of the Course:** Advanced Specialization Studies

**Teaching period:** II 2018-19 (autumn) Töölö campus

II 2019-2020 (autumn) Otaniemi campus

the course is taught once in each year

**Workload:** 1. Contact hours 9 h (kick-off session and two presentation sessions)

2. Mentor sessions 6 h

3. Group work assignments 145 h

**Learning Outcomes:** At the end of this course, students are expected to be able to:

1. Develop an entrepreneurial idea into a viable early venture

2. Communicate compellingly their idea and venture to outside stakeholders such as potential investors, clients and partners, in order to secure their support

**Content:** The course is a continuation of the Venture Ideation course (25E50000). It will offer the top teams graduating from Venture Ideation customised mentoring from professional entrepreneurs and investors on their entrepreneurial idea, with the aim of developing it into a viable early venture. The final ideas will be presented to a panel of experienced judges and have the opportunity to attract further interest and resources.

**Assessment Methods and Criteria:** Team assignments 100%

Also, a peer evaluation will be used to adjust individuals' grades on the team assignments.

### **Study Material:**

This course is experiential and there are no required readings. Buying or renting a textbook is optional; either one of the following textbooks are recommended:

1. Barringer B. R. and Ireland D. (2012) Entrepreneurship: Successfully launching new ventures. Pearson.

2. Spinelli S., Adams R. and Timmons J. A. (2015) New Venture Creation: Entrepreneurship in the 21st Century. McGraw Hill Higher Education.

### **Course Homepage:**

<https://mycourses.aalto.fi/course/search.php?search=25E44000>

**Evaluation:** 0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WebOodi ends 7 days before the period starts.

**Language of Instruction:** English

**Further Information:** Admission to this course is at the team level. The maximum number of teams admitted is 10. Completion of Venture Ideation (25E50000) by team members is a prerequisite for admission.

Selection of successful applicants will be based on a short application of the team at the time of registration, taking into account the quality of the teams and their ideas as exhibited during the Venture Ideation course.

This course requires physical presence and active participation in teamwork and is not designed for distance learning.

## **25E50000 Venture Ideation (6 cr)**

**Responsible teacher:** Myrto Chliova

**Status of the Course:** MSc, specialisation studies in the Entrepreneurship Master's programme. The course is a mandatory course in the programme studies and in the minor studies in Entrepreneurship and Innovation Management; also an AVP-course

**Level of the Course:** Advanced specialisation studies

**Teaching period:** I 2018-19 (autumn) Töölö campus

I 2019-2020 (autumn) Otaniemi campus

the course is taught once in each year

**Workload:**

Contact hours 20 h (lectures and two oral presentations)

Group work assignments 105 h

Individual assignment 35 h

**Learning Outcomes:**

At the end of this course, students are expected to be able to:

1. Recognize key concepts in entrepreneurship and innovation
  2. Identify, create and evaluate entrepreneurial opportunities
  3. Develop and promote entrepreneurial and innovative solutions in their own life and work
  4. Reflect on and discuss the process, potential and challenges of entrepreneurship and innovation
- Students will learn how to create a critical mass of business ideas, identify the most promising idea and translate the idea into a convincing business model. Based on a combination of pragmatic experiences and insights from research, students will also develop an ability to apply practical tools and theoretical frameworks that relate to team building, creative innovation, business modelling, and presenting a business idea.

After completing the course successfully, students will not only have a fundamental knowledge of the venture ideation process and how to pitch a business idea, but also a workable business opportunity that can be developed further, for instance, through the follow-up course Venture Formation (25E44000), available to the top teams graduating from Venture Ideation.

**Content:** The course offers a unique opportunity for students to work in multi-disciplinary teams and to discover through experiential learning how to create, test and pitch a business idea. The course contains lectures, sessions by guest speakers from the Aalto entrepreneurship ecosystem and beyond, hands-on practice of entrepreneurial skills, as well as the development of an entrepreneurial idea and "pitch". Themes covered include team building, opportunity identification and creation, design thinking, customer development, business and revenue model development, funding and presentation skills

**Assessment Methods and Criteria:** Team assignments 75% - Individual assignments 25%. Also, a peer evaluation will be used to adjust individuals' grades on the team assignments, and can result in a potential adjustment of up to -1 point out of 5 of total course grade.

**Study Material:**

The required readings comprise of articles and book chapters that will be available through the MyCourses platform. Buying or renting a textbook is optional; either one of the following textbooks are recommended:

1. Barringer B. R. and Ireland D. (2012) Entrepreneurship: Successfully launching new ventures. Pearson.
2. Spinelli S., Adams R. and Timmons J. A. (2015) New Venture Creation: Entrepreneurship in the 21st Century. McGraw Hill Higher Education.

**Substitutes for Courses:** The course replaces the course 25E48000 Introduction to New Venture Creation Process.

**Course Homepage:** <https://mycourses.aalto.fi/course/search.php?search=25E50000>

**Evaluation:** 0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WebOodi ends 7 days before the period starts.

**Language of Instruction:** English

**Further Information:**

The maximum number of students admitted to the course is 100. Priority is given to degree students in (1) MSc Entrepreneurship (major or minor) (2) Aalto MSc Advanced Material for Innovation and Sustainability (3) Aalto internal mobility (Aalto Ventures Program) (4) other Aalto degree students. Completion of a pre-assignment is a prerequisite for successful admission. See course homepage in MyCourses for the deadline and instructions of the pre-assignment.

This course requires physical presence and active participation in teamwork and is not designed for distance learning or part-time engagement. Teams will be assigned by the teacher. By enrolling in this

course you acknowledge that: a) you have sufficient time to dedicate for team meetings during the period when the course runs (see workload above), b) you agree to be assigned into a team by the teacher and c) you agree with assessment methods as described above, including the use of a peer review.

## **25E53000 Researching Entrepreneurship and Innovation (6 cr)**

**Responsible teacher:** Steffen Farny

**Status of the Course:** MSc, specialisation studies in the Entrepreneurship and Innovation Management, a mandatory course

**Level of the Course:** Advanced specialisation studies

**Teaching period:** II autumn 2018 (Töölö campus) and IV 2018-19 (Otaniemi campus) II and IV 2019-2020 (Otaniemi campus). The course is a one-period online course and comprises one optional kick-off session.

**Workload:** Teachers: Ewald Kibler; Steffen Farny 1. Contact hours 6 h

2. Online-based exercises 74 h

3. Individual assignment 80 h

**Learning Outcomes:** Students gain competencies in conducting qualitative and quantitative research. They are able to evaluate the suitability of methods for particular research questions, and to develop both quantitative and qualitative research designs. Students also learn the basics in qualitative and quantitative data collection and in conducting qualitative and quantitative analysis as part of online-exercises. As a final outcome, students are masters of one of their preferred research method, which can be directly applied in their Master's thesis work or any other research project; in particular, students are able to write a comprehensive and concise method section, including data collection and data analysis.

**Content:** This online course introduces students to the research methods applied in the fields of entrepreneurship and innovation management. It follows self-paced learning principles, and offers students the option to decide the order of learning topics. In particular, the course focuses on "how to collect reliable data" by providing exercises for different data collection techniques, such as interviews, observations, surveys, and secondary data (e.g. news articles, tweets, Facebook/YouTube comments). Further, the course focuses on "how to do good qualitative research" by offering training in techniques for qualitative analysis, such as Gioia method, discourse analysis, critical incident analysis, visual methods, and qualitative comparative analysis (QCA). The course also addresses "how to do good quantitative research" by learning some basic techniques for conducting statistical analysis, such as descriptive statistics, bivariate and partial correlations, factor analysis, reliability tests, linear regression and logistic regression. Students engage with the basics of qualitative as well as quantitative research, and engage more deeply in one research methodology of their interest.

**Assessment Methods and Criteria:** 100% assignments

**Study Material:** A variety of selected articles and videos on research methods. More detailed instructions will be provided in the course syllabus.

**Substitutes for Courses:** This course substitutes 25E32000 Entrepreneurship as a field of science.

**Course Homepage:** <https://mycourses.aalto.fi/course/search.php?search=25E53000>

**Evaluation:** 0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WebOodi ends 7 days before the period starts.

**Language of Instruction:** English

**Further Information:** This course is open to all Aalto students.

## **25E55000 Entrepreneurship and Society (6 cr)**

**Responsible teacher:** Ewald Kibler

**Status of the Course:** MSc, specialisation studies in the Entrepreneurship and Innovation Management, a mandatory course

**Level of the Course:** Advanced specialisation studies

**Teaching period:** II and IV 2018-19 (Töölö campus)

II and IV 2019-2020 (Otaniemi campus). The course is a one-period online course and comprises one optional kick-off session.

**Workload:** 160 h independent work

**Learning Outcomes:** Students gain an overview of current themes in the field of entrepreneurship research. They develop competencies in conducting a literature review and writing an academic paper. Through online exercises, students develop their skills in searching for suitable literatures and comprehending scientific articles. They also learn to problematize under-explored phenomena in the entrepreneurship literature and to specify a relevant research question and theoretical approach for developing new knowledge on a particular topic. As a final outcome, students are able to summarize an academic discussion and its societal relevance, which can be directly applied in their Master's thesis work or any other research project; in particular, students are able to write a comprehensive and concise theoretical framework, including an introduction and literature review.

**Content:** This online course provides a self-paced learning platform introducing students to the current themes in the field entrepreneurship research. The course focuses on "how to search for literature" and "how to comprehend scientific articles" in the field of entrepreneurship. Further, it addresses "how to formulate an interesting and novel research question". The course also provides a series of exercises and "tips and tricks" useful for conducting a literature review and developing a theoretical framework.

**Assessment Methods and Criteria:** Individual assignment (100%)

Mandatory to complete online-exercises

**Study Material:** Detailed instructions will be provided in the course syllabus.

**Substitutes for Courses:** This course substitutes 25E32000 Entrepreneurship as a field of science.

**Course Homepage:** <https://mycourses.aalto.fi/course/search.php?search=25E55000>

**Evaluation:** 0 (fail) to 5 (excellent)

**Registration for Courses:** Registration via WebOodi ends 7 days before the period starts.

**Language of Instruction:** English

**Further Information:** This course is open to all Aalto students.