Introduction to Entrepreneurship (5 ECTS)

Content

- **Deciding to become an entrepreneur**: introduction to entrepreneurship
- **Creating viable business ideas:** creating business opportunities, preliminary research, industry analysis, business plan
- **From idea to an entrepreneurial firm:** Building a team, analysing start-up strengths and weaknesses from the funding perspective, ethical and legal issues in starting a company, creating a business plan and constructing a story, attracting funding
- **Managing an entrepreneurial firm and generating growth**: Marketing, understanding VC (Venture Capital) operations, IPRs (Intellectual Property Rights), challenges of growth and managing growth, growth strategies, forms of operation

Prerequisites and other material or equipment

The course has no prerequisites. Services provided from outside the learning platform (e.g. by Qualtrics, Microsoft Teams) can also be used during the course.

Please note that the completion of the course takes place on the DigiCampus learning platform. Login instructions to the platform will be provided to the students who have registered for the course via email.

Learning objectives

During the course, students will learn to understand the significance of an entrepreneurial team and will form an understanding of entrepreneurship as a creative activity that occurs in the form of business. After completing the course, students will be able to:

- define business-related principles, possibilities and challenges
- plan business initiation based on customer needs, value creation, testing and agility
- interpret business-related substance areas where competence is needed.

Course assignments, working methods and literature

Preliminary assignment: The course includes a compulsory preliminary assignment that has to be completed successfully by a pre-defined date. The instructions for the pre-assignment are given to the students who have registered for the course within the registration period.

Course assignments include reading the course book, and learning and reflection assignments.

Students complete the assignments on the online learning platform both individually and as groupwork.

The course instructors provide guidelines on the use of artificial intelligence applications during the course.

Literature: Barringer, B. – Ireland. D. (2012) *Entrepreneurship: Successfully Launching New Ventures*. 4th Edition. Prentice Hall. Later editions (e.g., the 2021 online edition) may also be used, but please note that the page numbers for the later versions vary.

Workload

Course workload (133 hours) consists of:

- reading the course materials: 48 hours
- learning and reflection assignments individually and in groups: 85 hours

Evaluation

Students are graded on a scale from 1 to 5.

The course consists of five modules. Each module is linked to two chapters in the course book, and there are related assignments to be completed by the end of each module. They are evaluated as pass/fail. To pass the course, students must receive a passing grade for all the assignments.

A final essay, composed as group work and submitted at the end of the course, covering the entire course content, determines the final grade.

Language

All course material is in English. If there is any group member who does not speak Finnish, the language of group work and assignments is English.

Number of participants and registration for the course

No restrictions for the number of students admitted. **Proper registration for the course at the home university is obligatory and required for gaining credit. Late registrations will not be accepted.**

Transfer of student information

LITO courses are organised in co-operation with multiple universities. To receive credits for the courses, students must be granted the right to attend the courses for which they have registered from the host university. To grant the right to attend a course (or courses), the home university will transfer personal student information to the host university responsible for organising the course. The data to be transferred includes the student's surname, first name, possible middle name(s), gender, mother tongue, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, their student data of birth and ID (oid) will be transferred. Data classified as secret will not be transferred. Receiving credit for the course(s) is not possible without transferring personal student information.

LITO Data Protection Notification is available at www.lito.fi.

Further information

University of Oulu organises the course in the academic year 2026–2027.

The latest information about the course is updated and published at www.lito.fi.