

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 operations, IPRs, challenges of growth and managing growth, growth strategies, forms of operation)



Prerequisites

No prerequisites.

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, and
- interpret business-related substance areas where competence is needed.

Pre-assignment, course assignments, literature and workload

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 individually and as groupwork.

Literature: Barringer, B. – Ireland. D. (2012) *Entrepreneurship: Successfully Launching New Ventures*. 4th Edition. Prentice Hall. Later editions may also be used.

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 on the scale pass/fail. To pass the course, students must receive a passing grade for all the assignments.

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

Language

All course material is in English. Should there be any foreign students in a group, the language of groupwork 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 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(s), the home university will transfer personal student information to the host university responsible for organizing the course. The data to be transferred includes surname, first name, possible middle name(s), gender, nationality, e-mail address, personal identification number and home university. If a student does not have a Finnish personal identification number, his/her date of birth 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.

Further information

LUT University organizes the course in the academic year 2021-22. The latest information about the course is updated and published on the course platform at www.lito.fi.