

# StartUp School offering until spring 2019

## **StartUp School - WarmUp Parade**

Code: WOR8HH013

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English (assignments can be done either in English or Finnish)

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

## **Starting level and linkage with other courses**

No prerequisites.

## **Learning objectives and assessment**

Upon successful completion of the course, the student:

- learns about entrepreneurship and attitudes through real life cases
- learns different ways to come up with a business idea and has thought of some potential ideas for him-/herself
- is able to take into account the factors affecting team building
- has further developed his/her skills in overcoming challenges
- is able to reflect and analyze his/her own possibilities and development needs as an entrepreneur

## **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

## **Working life connections**

Company guest speakers and the student's own business idea.

## **Internationality**

Internationality is visible through the guest speakers and assignments.

## Contents

Students will become acquainted with entrepreneurship through the knowledge and examples provided by the visiting experts and entrepreneurs and by reading the course materials. By doing assignments online, students will reflect and analyse visitors', other entrepreneurs' or their own business idea and ways to develop themselves further.

## Learning methods

8 h StartUp School WarmUp events, students choose at least two out of four events, which they will participate in.

73 h independent studies and individual assignments.

## Assessment

Required:

- Student attends at least two (2) of the four sessions of WarmUps
- Student successfully completes four (4) assignments of the possible seven (7) ones. Assignments 1-4 are related to the WarmUp events and assignments 5-7 can be completed without attending the events. At least two (2) of the completed assignments have to be related to the WarmUp events.

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You	You complete given tasks and assignments independently. You apply knowledge in hands-on	You apply knowledge in demanding business related situations. You can prioritize and

	need to develop how to apply knowledge.	business related situations. You can critique your own practice and identify ways to improve.	critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Course teacher(s)**

Taru-Lotta Gumse and Irma Mäkäräinen-Suni

**Learning materials**

Books: Taivas + Helveti 1-3 (in Finnish) & Founders at work (in English)

Module specific materials in Moodle

Material given at WarmUp events

## **StartUp School - Social Media for Startups**

### **StartUp School - Social Media for Startups**

Code: WOR8HH017

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

#### **Starting level and linkage with other courses**

StartUp School Social Media for Startups is meant for students that already run a business or actively work on their business idea. Haaga-Helia students must be attending the Coaching 1-4 courses. (<https://www.haaga-helia.fi/fi/opinto-opas/opintojaksokuvaukset/WOR8HH024>)

#### **Learning objectives and assessment**

Student

- Learns the latest digital and social media trends for startups
- Gets acquainted with the tools and methods of the trade
- Creates content marketing for different digital channels
- Shares ideas and best practices with other entrepreneurs

#### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

#### **Working life connections**

The key driver of the course is the student's business idea that will be coached by an experienced staff member and supported by other entrepreneurs. The course is run in cooperation with NewCo Helsinki and their entrepreneurs working together with the students.

## Internationality

Internationality is visible through the assignments and the teams present.

## Contents

The internet is now 20 years old and social media has been around for a full decade. So there really isn't anything new under the sun. Yet digital media evolves faster than any other media so far making it a tricky one to grasp. Especially when you're a startup without a dedicated army of community managers for your content marketing. So let's figure out together how we can get the best of Web 2.0 without breaking our backs (or the bank).

This is a cooperation project with Haaga-Helia StartUp School and NewCo Helsinki. We aim to combine a practical higher education course with local businesses in a new and mutually beneficial way. Entrepreneurial minds come together to collectively gather information and exchange knowledge, best practices and lessons learned. The course includes four sessions at NewCo Helsinki, as well as a set of written exercises for credits. Teaching is in English.

*"I took the Social Media for StartUps workshop last autumn. We learned about the most popular social media channels and how to strategically use them together to maximize effect. I am already profiting from all the tools and knowledge by using them in my business. The teacher is very knowledgeable and the participants shared valuable information. I definitely recommend it!"*

Marisol Pulido, Haaga-Helia student and coffee startup manager

## Learning methods

4 x 3 h Workshops and individual work. Please note that presence at all workshops is compulsory.

## Assessment criteria

The course is graded on the scale 1-5. Assessment criteria from the GLOBBA Competence Grid.

<b>Grading/ Components</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>
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<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Course teacher(s)**

Johanna Mäkeläinen, Copywriter & Lecturer in Advertising and Corporate Communication at Haaga-Helia University of Applied Sciences

**Learning materials**

Provided by the lecturer in the workshops.

## **StartUp School Projects**

Course name: StartUp School Project and Project 2

Code: **WOR8HH018 and WOR8HH028**

Scope: 3 ECTS (81 h) or 5 ECTS (135 hours)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

### **Starting level and linkage with other courses**

No requirements.

### **Learning objectives and assessment**

Student acquires the knowledge of planning, executing and evaluating a project that enhances the StartUp School community or his/her own business case. The student familiarizes himself/herself with project management methods and principles.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Student will develop his/her project management and implementation skills in practice.

### **Internationality**

Internationality is visible through assignments and participating partners depending on the project.

### **Contents**

The student plans and executes a project that supports either StartUp School's or his/her own business case's strategy. The student keeps a learning diary where he/she reflects his/her own learning during the project.



Student can propose the project topic for StartUp School. The topic is approved by one of StartUp School's Coaches.

**Learning methods**

Depending on the project scope, coaching meetings and individual work between the meetings.

**Assessment**

Student works independently and shows activity and entrepreneurial mind-set during the course.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

<b>Grading/ Components</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.
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**Teachers responsible**

Please see StartUp School website <http://startupschool.fi/who-we-are/coaches/>.

**Course materials**

Tailored according to the case.

## **StartUp School - Sales for Startups**

Course name: Sales for Startups

Code: WOR08HH019

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English

Course level: Professional studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>

### **Starting level and linkage with other courses:**

This course is for students who have their own business, or are seriously working with her/his own business idea.

### **Learning objectives and assessment**

The course will help to improve sales performance, and one needs to have a specific sales opportunity in mind.

Student

- prospects most important customers
- contacts customers to clarify a typical prospect's buying criteria and decision-making process
- formulates selling process and designs sales scripts
- negotiates with customers, increasing self-knowledge and adapting her/his behavioral pattern in customer situations
- builds a personal sales toolbox based on the course material, personal learning and peer support

### **Assessment criteria**

Course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

<b>Grading/ Components</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>
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<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### Recognising and validating prior learning (RPL)

Accreditation of prior learning is applied to the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### Working life connections

The key driver of the course is the student's business idea that will be coached by an experienced staff member, and supported by other students.

### Internationality

Depending on the student's idea and team.

## **Contents**

Sales is challenging and difficult, especially for a startup or even experienced entrepreneur who is prospecting their first customers and increasing sales with inefficient sales tools and a non-formulated selling process.

You need to define and find your customers, and communicate with people who are interested in your product or service. You need to acquire new customers as your business grows you need to be able to retain the existing ones.

In this course, you will build your personal sales toolbox, develop your sales process and learn by practicing in real life situations.

## **Learning methods**

Sales for Startups course has a pre-assignment, 5 workshops, home tasks between the workshops and portfolio work. This is a project-based course, where you plan, practice, present results, give and receive feedback from peers and coaches.

Please note that attendance in all 5 workshops is compulsory.

## **Assessment methods**

Assignments

Portfolio work

Self- and peer assessment

## **Teachers responsible**

Pirjo Pitkäpaasi, lecturer, Degree Programme in Sales

Pirjo Purovesi, lecturer, Degree Programme in Sales

## **Learning materials**

Provided by the lecturers in the workshops.

## **StartUp School Volunteer**

Code: WOR8HH021

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No prerequisites.

### **Learning objectives and assessment**

Student is introduced to work life and co-operation in a project settings connected to entrepreneurship. Student learns about startup or entrepreneurship ecosystem. Student is familiar with project work and will have worked in a project group. Student can identify the elements in a successful customer service process and can reflect his/her own competences in a project settings. Student is familiar with working in changing environment and can work in a self-directed way.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Key driver of the course is the organization that recruits volunteers. Student receives valuable understanding of startup or entrepreneurship ecosystem. The students are cooperating with project commissioners and implement a project.

### **Internationality**

Internationality is visible through assignments and participating partners depending on the project.

### **Contents**

Course content is based on the type of the volunteer work. Student works as a volunteer according to hiring organization's needs and guidelines.

### **Learning methods**

Participation in a working life project and a post-assignment.

### **Assessment**

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

<b>Grading/ Components</b>	<b>1-2</b>	<b>3-4</b>	<b>5</b>
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Teachers responsible**

Please see StartUp School website <http://startupschool.fi/who-we-are/coaches/>.

**Course materials**

Tailored case by case.



## **StartUp School - Developing Entrepreneurial Mindset**

Course name: StartUp School – Developing Entrepreneurial Mindset

Code: **WOR8HH022**

Scope: 5 ECTS (135 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrolment, please, see <http://startupschool.fi/what-we-offer/courses/>

### **Starting level and linkage with other courses**

You should have a business idea to work with before entering this course.

### **Learning objectives**

You will analyse yourself as an entrepreneur and learn to understand entrepreneurial lifestyle. By taking the first steps to define and develop the idea towards feasible business, you will start building your own entrepreneurial path. You also analyse and start to extend your entrepreneurial network during this course.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

You develop and describe your own business idea and validate it with potential customers.

### **Internationality**

Internationality is visible through the assignments, meetings and group discussions.

### **Content**

- Me as an Entrepreneur
- Entrepreneurship as a lifestyle
- Customer problem and value proposition

- Idea description and prototype creation
- Network analysis and interview of the entrepreneur
- Cost structure and revenue streams
- Pitching your idea to the entrepreneurial society

**Learning methods**

Two f-2-f meetings, independent assignments, discussions and comments to the other students and pitching your idea.

**Assessment criteria**

You work independently, return your assignments, and discuss actively and develop your business idea during the course. Course assessment is on a scale of 1 to 5. The assessment criteria is on a scale of 1-3-5.

<b>Grading/ Components</b>	<b>1</b>	<b>3</b>	<b>5</b>
<b>Self-leadership</b>	Student understands own strengths and development areas. He/she identifies own entrepreneurial vision.	+ Based on self-analysis and discussions with others, student recognizes where he needs help and can build his activities based on this analysis.	+ Student creates a realistic and personal entrepreneur development plan and starts to implement it.
<b>Communication and networks</b>	Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.	+ Student identifies the communication needs related to each stakeholder.	+ Student prepares communication plan to support the implementation of the business idea and justifies the need for those.
<b>Idea development</b>	Student takes the first customer contacts to test the idea and vision. Student describes customer problem, solution and value proposition of the idea.	+ Student tests and develops the idea further based on the customer feedback.  + Student analyses and describes the business model of the idea	+ Student creates, describes and justifies the business idea as feasible business case, pitch and justify it to the other students.

<b>Team work</b>	Contribution in the group discussions active and student gives feedback to the others.	+ Student participates in the group discussions actively and helps other students with their challenges.	+ Student participates to the group discussion in Impressive way and contributes to the other students and share new ideas to the other students' work.
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**Teachers responsible**

Päivi Williams

**Course material**

Available on Claned <https://app.claned.com>

## **StartUp School - Pitching Camp**

Code: WOR8HH023

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

Student has successfully either completed the StartUp School Developing Entrepreneurial Mindset (WOR8HH022) course, or she/he has shown equivalent competences in some other way (including developing a business plan).

### **Learning objectives and assessment**

Student can present her/his business idea clearly and effectively to the audience according to the timeframes. Student is able to communicate the uniqueness of the idea. She/he will develop the business idea and the pitch further based on the feedback. Student is able to give feedback and develop networks with other entrepreneurs and stakeholders.

### **During this course, student will:**

- Practice pitching
- Practice presentation skills
- Train peer support, feedback and networking
- Practice target setting and working under pressure

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Co-operation with experienced entrepreneurs and business developers is involved.

## Internationality

Internationality is visible through the assignments.

## Contents

Student will participate in a pitching workshop where she/he will practice and develop pitching. Student will give feedback to the other students and improve her/his pitching during the workshop.

The workshop has two pitching rounds where coaches will evaluate the effectiveness and clarity of the idea presentation.

## Learning methods

Pre-assignment

Intensive pitching workshop

Post-assignment

## Assessment

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5. Assessment criteria is from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.

<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Course teacher**

Timo-Pekka Uotila

**Course materials**

Course materials are provided with the pre- and post-assignments, and during the camp.

## **StartUp School Coaching 1-2**

Course name: StartUp School Coaching 1, Coaching 2, Coaching 3, Coaching1 Master Degree, Coaching2 Master Degree, Coaching3 Master Degree

Codes: WOR8HH024, WOR8HH025, WOR8HH026, WOR8HH034, WOR8HH036, WOR8HH038

Scope: 5 ECTS (135 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

Details of implementation and enrollment, please, see <https://startupschool.fi/for-students/courses/>

### **Starting level and linkage with other courses**

You like to improve your entrepreneurial competences, you have a defined business idea what you want to develop further, or you have an ongoing business. You have either successfully completed the StartUp School Developing Entrepreneurial Mindset (WOR8HH022) course, or you have shown equivalent competences in some other way (for example a business plan).

### **Learning objectives and assessment**

You will define targets for this course together with your coach. You will agree your targets as learning objectives at the beginning of the course. Learning objectives can be

- Improving your entrepreneurial competence
- advancing the business idea using relevant tools and approaches
- identifying relevant stakeholders and create implement plan
- evaluating your business idea to feasible business or improving your existing business and deciding the next steps
- writing and clarifying your business plan

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Student will develop her/his business idea or existing business further with the support of an experienced coach.

**Internationality**

Internationality is visible through the assignments.

**Contents**

You will agree your individual targets and content of this course together with your coach.

**Learning methods**

Coaching course includes approximately five coaching sessions and student's individual assignments between the sessions. Course implementation can be either individual or group coaching.

**Assessment**

You work independently, improve your business idea or existing business and demonstrate self-leadership and entrepreneurial mind-set actively during the course. Course assessment is on a scale of 1 to 5. The assessment criteria is on a scale of 1-3-5, please see [SUS Base](#).

**Course teacher(s)**

StartUp School has a professional coach network, please see the StartUp School website <http://startupschool.fi/who-we-are/coaches/>

**Learning material**

Course learning material differs according to the student's individual objectives.



## **StartUp School - Idea Contest**

Code: WOR8HH029

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English or Finnish depending on the event

Course level: Professional studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No prerequisites.

### **Learning objectives and assessment**

One of two options:

- Present your original business idea in a local, national or international competition and develop it based on the feedback.
- Contribute actively to develop peer students' ideas further.

### **Recognising and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course, according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi)

### **Working life connections**

Course is run in co-operation with experienced entrepreneurs and business developers.

### **Internationality**

Depending on the student's idea and team.

### **Course contents**

Student can complete the course either by participating in the Idea Contest event organized by

StartUp School, or by participating in other Idea Contest type of events organized by another stakeholder (e.g. NewCo Helsinki, Aaltoes etc.).

In the Idea Contest organized by StartUp School, the student has two alternatives to get the 3 credit points.

Option 1: Apply to the event with your own idea

- Selected students participate in pre-pitching
- Selected students participate in co-creation & pitching final
- Do post-assignment: evaluation of the learning during the event

Option 2: Participate in co-creation of peer students' ideas

- Participate in co-creation and support in pitching final
- Do post-assignment: evaluation of the learning during the event

If you are participating in the event organized by another stakeholder, always check the suitability and required assignments before signing up to the event from StartUp School ([startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi)). Examples of the events: Startup Weekend and Aalto TeamUp.

### Learning methods

Depending on the way of participation (described above).

### Assessment criteria

The course is graded on the scale 1-5. Assessment criteria from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how

			it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

### Teachers responsible

Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi)

### Course materials

Depending on the organizer.

## **StartUp School Case Owner**

Code: WOR8HH030

Scope: 2 ECTS (54 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

Student is attending a coaching course. Students for the Case Owner course are selected by the coaches and StartUp School course co-operation coordinator.

### **Learning objectives and assessment**

Student can outsource a small project. Student can present his/her business case clearly and define an assignment. Student can create and implement a process to support the student team to accomplish the assignment. Student can evaluate the project outcome and give feedback to the team.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

The key driver of the course is the student's business idea that will be supported by an experienced staff member and a student group.

### **Internationality**

Internationality is visible through the assignments and the teams depending on the course.

### **Contents**

1. Student (case owner) prepares a one-slide presentation of the business case and assignment objectives as pre-material for the case approval.

2. Student (case owner) prepares and presents an introduction to the business case and objectives and presents it in the class to the student group.
3. Student (case owner) follows up and supports the assignment implementation.
4. Student (case owner) participates in the presentation of the results and gives feedback to the student team.

**Learning methods**

Pre-assignment, Project work and Post-assignment

**Assessment criteria**

Student works independently and shows an active and entrepreneurial mind-set during the course. Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5. Assessment criteria is from the GLOBBA Competence Grid.

1	3	5
<p>Student masters presenting the case at applicable level (material, content, presentation)</p> <p>Student promptly answers the additional questions during the assignment execution.</p> <p>Student participates in the presentation of assignment results and gives feedback.</p>	<p>In addition to 1, the student follows up the assignment implementation process and gives feedback in structural manner. The student masters analyzing the case assignment results and applicability to development of own business case.</p>	<p>In addition to 3, the student proactively arranges review points along the assignment implementation and ensures the implementation progress as applicable. The student gives feedback both on results and the process, analyzing own performance as well.</p>

**Teachers responsible**

Please see StartUp School website <http://startupschool.fi/who-we-are/coaches/>.

**Course materials**

Tailored according to the case.

## **StartUp School - Legal for startups**

Code: WOR8HH031

Scope: 3 ECTS (81 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No requirements.

### **Learning objectives and assessment**

As an entrepreneur, introduction to the legal context of the company helps to avoid bigger problems. You will analyse and identify the most important legal questions and understand the main legal documents needed to establish a company.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Practicing legal skills for your own business.cing legal skills for your own business.

### **Internationality**

Internationality is visible through the assignments.

### **Contents**

- Limited Liability Companies
- Shareholder Agreements
- Equity, mezzanine and debt financing

- Different forms of IPRs, their impact on business
- The methods of proactive legal care
- General structure of commercial agreements
- Use of Non-Disclosure agreements
- Labour law and IPRs
- Basic competition law rules

### Learning methods

Contact lesson, online material and individual/group assignments.

### Assessment criteria

Student works independently and shows activity and entrepreneurial mind-set during the course. Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5. Assessment criteria is from GLOBBA Competence Grid.

Grading/ Components	1-2	3-4	5
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving

		practice and identify ways to improve.	complex problems in the subject matter.
<b>Competence</b>	You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.	You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.	You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.

**Teachers responsible**

Janne Jokinen

**Course materials**

Available in Moodle.



## **StartUp School - Find Your Strengths**

Code: WOR8HH032

Scope: 5 ECTS

Timing: 1.-7. Semester

Language: English and Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No requirements.

### **Learning objectives and assessment**

Find and analyse your personal values, interests, passions and strengths. By analysing skills and competences you clarify your future professional career. Career can be self-employment, employment within an organisation or creation of a business idea. You learn self-leadership competences, and recognises development areas of his/her personal skills.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

#### **Grade 1**

Finds personal values, interests, passions and strengths

Recognises development areas and creates a development plan

#### **Grade 3**

Can reflect of her/his learning

Can develop independently her/his professional career or business idea

Understands importance of ongoing professional self-development

Grade 5

Recognises her/his strengths and knows how to develop them independently

Evaluates her/his self-development critically and acts accordingly

Student learns the principles of coaching and helps other students in their own development areas

### **Recognising and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Internationality**

Internationality is visible through the course and the assignments.

### **Contents**

The objective of the course is to develop your self-knowledge and self-leadership skills.

Each group has students with different competences and development areas for which the teacher tailors the course content accordingly. You will learn how to enlarge and utilize your networks. Also, you will get familiar with the coaching process.

Content can be as follows:

Identifying personal strengths

Understanding personal motivation and values behind motivation

Improving self-leadership skills and development areas

Developing self-knowledge

Learning better interaction methods

### **Learning methods**

This course will be implemented as group coaching methods. Teacher will give directions, and acts as a facilitator.

Course includes mandatory self-learning assessments.

### **Assessment**

Assessment is based on the evaluation of several assignments, and activity within the group coaching sessions.

**Course teacher(s)**

Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi)

**Learning materials**

Learning materials are provided by the teacher.

## **StartUp School - Future Working Skills**

Code: WOR8HH033

Scope: number of credits: 1 ECTS

Timing: 1.-7. semester

Language: English and Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No requirements

### **Learning objectives and assessment**

You learn which working skills are the most important for the future, and reflect on your way of working. You will clarify your personal skills and development areas, and make a development plan.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

#### **Grade 1**

Identifies personal working skills and communicates them to the group.

Can find development areas of personal working skills.

Can give input to the other students about their working skills.

#### **Grade 3**

Can identify personal working skills and communicate them to the group.

Can find development areas and create a personal plan to strengthen these.

Can give constructive feedback and support other students.

Grade 5

Can identify personal working skills, analyse and write an advanced development plan for those working skills.

Can give constructive feedback, support and give new ideas to other students' development plans.

### **Recognising and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Internationality**

Internationality is visible throughout the course and the assignments.

### **Contents**

Group coaching, learning diary and assignments.

### **Learning methods**

This course will be implemented using group coaching methods. Teacher will give directions and act as a facilitator.

Course includes mandatory self-learning assignments.

### **Assessment**

Assessment is based on evaluation of assignments, learning diary and activity within the group work sessions.

### **Course teacher(s)**

Maria Haukka [maria.haukka@haaga-helia.fi](mailto:maria.haukka@haaga-helia.fi)

### **Learning materials**

Provided by the teacher.

## **StartUp School - Light Entrepreneurship**

Code: WOR8HH035

Scope: 3 ECTS (135 h)

Timing: 1.-7. semester

Language: English or Finnish

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No requirements.

### **Learning objectives and assessment**

A light entrepreneur is a person who works for a client(s) without an employment contract. The course advances the entrepreneurial mindset, improves basic knowledge of business processes and shows options to try the entrepreneurial path without establishing a company. There are several ways to work this way and this course helps student to choose the best option for her/him. During the course, student also familiarizes him/herself with the process of starting a cooperative society and joining one.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

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### **Internationality**

Internationality is visible through the assignments.

### **Contents**

Cooperative community

Invoicing service

Basic legal requirements of being an entrepreneur and running a business

### Learning methods

Online course and individual assignments.

### Assessment criteria

Student works independently and shows activity and entrepreneurial mindset during the course.

Course assessment is on a scale of 1 to 5. The assessment criteria is on scale 1-3-5.

Grading/ Components	1-2	3-4	5
<b>Knowledge</b>	You know the key concepts within the course's scope, but are yet to develop the general view and the big picture of the subject matter.	You know the key concepts well and can explain how the theories and models function and the tools are used. You have a general view of the subject matter.	You have a strong command of the key and related concepts. You can critically evaluate theories, models and tools. You can demonstrate explicit knowledge of the subject matter, and how it relates to other disciplines.
<b>Skills</b>	You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.	You complete given tasks and assignments independently. You apply knowledge in hands-on business related situations. You can critique your own practice and identify ways to improve.	You apply knowledge in demanding business related situations. You can prioritize and critically select tools and methods for solving complex problems in the subject matter.

<p><b>Competence</b></p>	<p>You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.</p>	<p>You demonstrate sufficient ability to perform skills and have basic to good knowledge. You can perform independently, but you have some challenges in passing on your skills and knowledge to others. You have an interest in professional development.</p>	<p>You execute skills with natural proficiency and you have detailed and explicit knowledge. You can perform independently and you are also able and actively willing to help others develop and pass on your skills. You have an attitude of continuous professional development.</p>
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**Teachers responsible**

Ulla Huovinen

**Course materials**

Available in Moodle.



## **StartUp School - From Idea to Prototype**

Course name: StartUp School – From Idea to Prototype

Code: WOR8HH037

Scope: 5 ECTS (135 h)

Timing: 1.-7. semester

Language: English

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

**Details of implementation and enrollment, please, see <http://startupschool.fi/what-we-offer/courses/>**

### **Starting level and linkage with other courses**

No prerequisites. The students should have a tentative business idea to work with before entering this course.

### **Learning objectives and assessment**

Upon successful completion of the course, the student can explore his/her business idea further together with team members and other people. The students know how to design their idea and develop it further by using lean startup methodology. The students are able to collect customer feedback and utilize customer insight in development process, create prototype, define and refine their business idea. The students can test their ability to act according to entrepreneurial behavior patterns.

### **Recognizing and validating prior learning (RPL)**

Accreditation of prior learning is applied on the course according to separate instructions. Please contact [startupschool@haaga-helia.fi](mailto:startupschool@haaga-helia.fi).

### **Working life connections**

Student develops his/her own business idea with other students and collect feedback from customers.

### **Internationality**

Students work in multicultural teams in the workshops.

### **Contents**

Lean startup methodology

Business idea development

Customer insight

### Learning methods

The students will work on individual assignments and group assignments. In the three days of intensive team work based workshops, one day is used for defining and developing each student's idea.

### Assessment criteria

Student acts actively in the workshops and develops each student's idea further according to the feedback. Course evaluation includes self-evaluation and peer evaluation. Course is evaluated on a scale of 1 to 5. The assessment criteria is presented below.

<b>Grading/ Components</b>	<b>1</b>	<b>3</b>	<b>5</b>
<b>Self leadership</b>	Student can describe own strengths, development areas and entrepreneurial vision.	+ Based on feedback from others, student recognizes where he needs help and can build his activities based on his own strengths.	+ Student can create a realistic development plan for himself to support the development of the idea.
<b>Communication</b>	Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.	+ Student identifies the communication needs related to each stakeholder.	+ Student prepares communication materials to support the implementation of own business idea and justifies the need for those.
<b>Offering development</b>	Student takes the first customer contacts to test the idea and vision. Student can describe the resources needed to implement the idea.	+ Student has tested and developed the idea further based on the feedback.	+ Student can create a business model, explain and justify it.

<b>Team work</b>	Contribution in the team's work effort is active.	+ Good contribution in the team's work effort, active attendance and participation.	+ Impressive contribution in the team's work effort, active attendance, participation and gives feedback and new ideas to the other students' work.

**Teachers responsible**

Tiina Laiho and Suvi Starck

**Course material**

Available on Moodle.

## **StartUp School - Workshops for Action**

Code: WOR8HH039

Scope: 5 ECTS (135 h)

Language: English (assignments can be done either in English or in Finnish)

Course level: Professional Studies (or Free-choice)

Course type: Elective (or Free-choice)

For details of implementation and enrollment, please see <http://startupschool.fi/what-we-offer/courses/>

### **Starting level and linkage with other courses**

You should have a business idea or a running business to work with.

### **Learning objectives and assessment**

Upon successful completion of the course, you will:

- learn concrete tools for running your business
- develop your practical entrepreneurial skills in various themes
- be able to reflect and analyze your own development and skills as an entrepreneur

### **Recognizing and validating prior learning (RPL) + Work & Study**

Accreditation of learning is possible if you are able to show that you have attended some practical workshops elsewhere and you are able to reflect on what you learned there.

### **Working life connections**

Various workshops ran by professionals from work life.

### **Internationality**

Internationality is visible through the assignments.

### **Contents**

The course includes five workshops, which can be chosen from the StartUp School or external workshop selection. External workshops need to be approved as part of Workshops for Action course. After you have participated five workshops, you create a portfolio, which shows learnings, implementation and reflection. You apply the gained skill and knowledge in your business idea or established company. The format of the learning portfolio can be a report, blog, video presentation or picture diary.

### Learning methods

Attending and working at the five StartUp School's Action workshops and creating a portfolio of the independent assignments. Applying gained skills and learnings in entrepreneurial work.

### Assessment criteria

Student participates actively during the workshops, plans how to apply gained skills into entrepreneurship and reflects on the learnings from the workshops. Course assessment is on a scale of 1 to 5. The Assessment criteria is on a scale of 1-3-5.

<b>Self-knowledge</b>	Student can recognize development areas of her/his entrepreneurial vision.	+ Student understands and describes his/her development areas and can build his activities based on his own needs.	+ Student can create a realistic development plan for him/herself to support improvement as an entrepreneur.
<b>Learnings</b>	Student describes his/her learnings from different workshops.	+ Student identifies his/her learnings and is able to define next steps of the development plan.	+ Student clarifies his/her learnings more advanced level and mirror learnings into his/her development plan.
<b>Implementation</b>	Student can identify learnings of the workshops and tests them with her/his business idea.	+ Student takes first steps to implement these learnings in practice.	+ Student has implemented learnings in practice successfully and creates further development plan.

<b>Reflection</b>	Student can reflect his/her major learnings from the workshops and implementation.	+ Student is able analyze his/her learnings more deeply.	+ Student reflects how development plan, learnings of the workshops and implementations effect to his/her actions as an entrepreneur.
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**Teachers responsible**

Elina Iloranta

Course materials

Available in Moodle