

StartUp School courses 2019–2020

StartUp School - Coaching1 Master Degree and Coaching2 Master Degree

Code: WOR8HH034 and WOR8HH036

Scope: 5 ECTS

Timing: 1.8.2019–31.7.2020

Language: 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/>

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.

Contents

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

Learning methods (includes RPL and various implementation alternatives)

Coaching course includes approximately five coaching sessions and student's individual assignments

Learning materials

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

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).

Course teacher(s)

Marika Alhonen, Leena Aitto-oja, Maria Haukka, Ilkka Malinen, Pekka Lampi, Timo Lampikoski, Mika Mustikainen, Juuso Kokko, Teemu Ruohonen, Päivi Käri-Zein, Päivi Williams, Hannele Mennala, Timo-Pekka Uotila, Mikko Järvinen, Kasper Valtakari, Ani Kuutschin

Assessment

Assessment criteria - Grade 1

- Self-leadership: Student can describe own behavioral patterns.
Communication: Student develops communication patterns and materials to achieve business targets.
- Offering development: Student creates MVP (Minimum Viable Product) and validates it with selected customer group(s). Student can define the main metrics to support the business development decisions.
- Legal issues: Student recognizes the major legal issues for his own business (Shareholder agreement, IPR, patent etc.).
- Determination: Student can define the main targets, plan critical milestones, needed activities and schedule to achieve them. Student attends the scheduled meetings.
- Numbers: Student can visually describe the revenue and cost forecasts for external stakeholders (owners, potential investors, taxation etc.). Can justify the "make or buy" decisions.
- Risk management: Student can recognize the major risks of his business and personal life.
- Team building & operations: Student can describe his own role and the internal stakeholders in the company. Student can describe the needed competences (professional qualifications and business specific competence).

Assessment criteria - Grade 3

- Self-leadership (in addition to grade 1): Student recognizes critical life stages that have had an effect on own behavior and emotions. Student can explain the level of support needed to achieve goals.
- Communication (in addition to grade 1): Student creates a realistic communication plan.
- Offering development (in addition to grade 1): Student can plan the next iteration of MVP or make a pivot for new MVP.
- Legal issues (in addition to grade 1): Student identifies when external legal support is needed for his business.
- Determination (in addition to grade 1): Student can implement the plan and independently change the direction of the plan when needed.
- Numbers (in addition to grade 1): Student can define the relevant KPI's and their follow-up cycle.
- Risk management (in addition to grade 1): Student can identify the significance of the risk and make the plan to neutralize it.
- Team building & operations (in addition to grade 1): Student can organize the activities of the company.

Assessment criteria - Grade 5

- Self-leadership (in addition to grade 3): Student can change own behavior to achieve goals. Student can influence on own emotions and beliefs to achieve goals.
- Communication (in addition to grade 3): Student develops the communication plan according to feedback.
- Offering development (in addition to grade 3): Student can create a realistic financing plan and takes the first steps to implement it.
- Legal issues (in addition to grade 3): Student takes action on the legal issues related to his own business.
- Determination (in addition to grade 3): Student exceeds/goes beyond agreed activities. Student can seize the momentum/business opportunity.
- Numbers (in addition to grade 3): Student can plan cash flow using the before mentioned concepts. Student can provide different scenarios (worst, realistic, positive) for the most essentials numbers.

- Risk management (in addition to grade 3): Student continuously/proactively scans the business environment for emerging risks and looks for solutions.
- Team building & operations (in addition to grade 3): Student can recognize and make use of internal stakeholders' strengths in developing the company.

StartUp School - Developing Entrepreneurial Mindset

Code: WOR8HH022

Scope: 5 ECTS

Timing: 23.3.–31.7.2020

Language: Finnish or English

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/>

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.

Contents

1. Me as an Entrepreneur
2. Entrepreneurship as a lifestyle
3. Customer problem and value proposition
4. Idea description and prototype creation
5. Network analysis and interview of the entrepreneur
6. Cost structure and revenue streams
7. Pitching your idea to the entrepreneurial society

Execution methods

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

Learning materials

Available on Claned

Starting level and linkage with other courses

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

Course teacher(s)

Petteri Tiljander

Assessment criteria

Assessment criteria - grade 1

Self-leadership

Student understands own strengths and development areas. He/she identifies own entrepreneurial vision.

Communication and networks

Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.

Idea development

Student takes the first customer contacts to test the idea and vision. Student describes customer problem, solution and value proposition of the idea.

Team work

Contribution in the group discussions active and student gives feedback to the others.

Assessment criteria - grade 3

Self-leadership

Based on self-analysis and discussions with others, student recognizes where he needs help and can build his activities based on this analysis.

Communication and networks

Student identifies the communication needs related to each stakeholder.

Idea development

Student tests and develops the idea further based on the customer feedback.

Student analyses and describes the business model of the idea

Team work

Student participates in the group discussions actively and helps other students with their challenges.

Assessment criteria - grade 5

Self-leadership

Student creates a realistic and personal entrepreneur development plan and starts to implement it.

Communication and networks

Student prepares communication plan to support the implementation of the business idea and justifies the need for those.

Idea development

Student creates, describes and justifies the business idea as feasible business case, pitch and justify it to the other students.

Team work

Student participates to the group discussion in Impressive way and contributes to the other students and share new ideas to the other students' work.

StartUp School - Find your Strengths

Code: WOR8HH032

Scope: 5 ECTS

Timing: 13.1.–22.5.2020

Language: Finnish or English

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/>

Learning objectives

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

Contents

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 of the course is:

- * 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 (includes RPL and various implementation alternatives)

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

Course includes mandatory self-learning assessments.

Learning materials

Learning materials are provided by the teacher.

Starting level and linkage with other courses

No requirements.

Course teacher(s)

Leena Aitto-oja, Ilkka Malinen, Timo Lampikoski, Pia Kiviaho-Kallio, Hannele Mennala, Ani Kuutschin, Petteri Tiljander

Assesment criteria

Assesment criteria – grade 1

Student

Finds personal values, interests, passions and strengths

Recognises development areas and creates a development plan

Assesment criteria – grade 3

Student

Can reflect of her/his learning

Can develop independently her/his professional career or business idea

Understands importance of ongoing professional self-development

Assesment criteria – grade 5

Student

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

StartUp School – From Idea to Prototype

Code: WOR8HH037

Scope: 5 ECTS

Timing: 26.5.–28.5.2020

Language: Finnish or English

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/>

Learning objectives

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.

Contents

Lean startup methodology

Business idea development

Customer insight

Execution 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.

Starting level and linkage with other courses

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

Course teacher(s)

Suvi Starck, Kasper Valtakari, Petteri Tiljander

Assessment criteria

Assessment criteria - grade 1

Self leadership

Student can describe own strengths, development areas and entrepreneurial vision.

Communication

Student describes his own network and recognizes for whom (stakeholders) he needs to communicate the business idea.

Offering development

Student takes the first customer contacts to test the idea and vision.

Student can describe the resources needed to implement the idea.

Team work

Contribution in the team's work effort is active.

Assessment criteria - grade 3

Self leadership

Based on feedback from others, student recognizes where he needs help and can build his activities based on his own strengths.

Communication

Student identifies the communication needs related to each stakeholder.

Offering development

Student has tested and developed the idea further based on the feedback.

Team work

Good contribution in the team's work effort, active attendance and participation.

Assessment criteria - grade 5

Self leadership

Based on feedback from others, student recognizes where he needs help and can build his activities based on his own strengths.

Communication

Student prepares communication materials to support the implementation of own business idea and justifies the need for those.

Offering development

Student can create a business model, explain and justify it.

Team work

Impressive contribution in the team's work effort, active attendance, participation and gives feedback and new ideas to the other students' work.

StartUp School – Tee tulevaisuutesi

Code: WOR8HH040

Scope: 5 ECTS

Timing: 30.3.–31.7.2020

Language: English

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/>

Osaamistavoitteet

Opintojakson suoritettuaan opiskelija ymmärtää miten hyviä yritysideoita syntyy, miten niitä arvioidaan ja testataan. Opiskelija tutkii mahdollisuuksia, ratkaisuja, tarpeita tai muuta mikä helpottaa asiakkaan elämää ja kehittää niistä mahdollisia yritysideoita. Hän lähtee suunnittelemaan omaa ideaa tai liittyy tiimiin, jossa yhdessä tehdään idealle toimintasuunnitelma, jonka mukaan tiimi lähtee toteuttamaan ideaa. Opiskelija tunnistaa yrittäjämäistä ajattelutapaa, omaa osaamistaan ja yrittäjyystaitojaan ja analysoi minkälaisia vahvuuksia ja osaamista hän voi tarjota tiimille.

Sisältö

- Ajattelun taidot/Asenne
- Yrittäjämäinen ajattelutapa
- Ideointi
- Idean evaluointi
- Toteutus
- Tiimin suunnittelu
- Kuuntele ja kysy
- Idean testaus

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

Opintojaksolla on alkutapaaminen ja opintojakso toteutetaan pääosin virtuaalisena. Opiskelija tekee yksilötehtäviä sekä ryhmätehtäviä yhdessä tiimin kanssa. Opintojaksolla noudatetaan aikaisemmin hankitun osaamisen tunnistamisen menettelyä (AHOT). Jos opiskelija haluaa ahotoita opintojakson, hän ottaa yhteyttä StartUp Schooliin tarkempia ohjeita varten startupschool@haaga-helia.fi.

Oppimateriaalit

Videoita yrittäjien haastatteluista, oppimateriaalit löytyvät verkkoympäristöstä.

Lähtötaso ja sidonnaisuudet muihin opintojaksoihin

Opintojaksolla ei ole edeltävyyssehtoja. Opiskelijalla voi olla alustava yritysidea/ideoita, tai hän luo tiimin kanssa idean/ideoita, joita hän analysoi, evaluoi ja työstää kursilla.

Opettajat(t)

Teemu Ruuhonen, Petteri Tiljander

Arviointikriteerit

Arviointikriteeri - arvosana 1

Opiskelija pohtii omaa ajatteluaan ja asennettaan yrittäjyyteen ja osaa arvioida oman ajattelunsa muutostarpeita. Opiskelija osaa ideoida ja analysoida ideoita ja valita niistä toteuttamiskelpoisimman. Hän pystyy kuvaamaan ideaa ja kehittämään sitä palautteen perusteella eteenpäin.

Arviointikriteeri - arvosana 3

Opiskelija analysoi omaa ajatteluaan, asennettaan ja yrittäjyyttä yhtenä uravaihtoehtona. Opiskelija osaa ideoida ja evaluoida ideoita systemaattisesti. Hän kuvaa, kehittää ja muokkaa ideaa yksin tai yhdessä muiden tiimijäsenten kanssa ja testaa ideaa mahdollisten asiakkaiden kanssa. Hän ottaa huomioon palautteen ja kehittää ideaansa palautteen perusteella toimivammaksi liiketoiminnan näkökulmasta.

Arviointikriteeri - arvosana 5

Opiskelija analysoi omaa yrittäjämäistä ajattelua, asennetta ja tunnistaa vahvuuksiaan ja kehittämisaikavälitään. Opiskelija osaa ideoida ja evaluoida ja arvioida ideoita systemaattisesti liiketoiminnan näkökulmasta. Hän kuvaa, kehittää ja muokkaa ideaa yksin tai yhdessä muiden tiimijäsenten kanssa ja testaa ideaa mahdollisten asiakkaiden kanssa useamman kerran. Hän ottaa huomioon palautteen, kehittämisen ideaansa toimivammaksi ja osaa analysoida ja perustella valintojaan liiketoiminnan näkökulmasta.

StartUp School – Coaching 1 and Coaching 2

Code: WOR8HH024 and WOR8HH25

Scope: 5 ECTS

Timing: 1.8.2019–31.7.2020

Language: 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/>

Learning objectives

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.

Contents

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

Oppimistavat (sisältää ahotin ja erilaiset toteutusvaihtoehdot)

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

Learning materials

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

Starting lever 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).

Course teacher(s)

Christina Karlia-Palomäki, Marika Alhonen, Leena Aitto-oja, Maria Haukka, Ilkka Malinen, Juan Borra, Pekka Lampi, Timo Lampikoski, Mika Mustikainen, Juuso Kokko, Teemu Ruohonen, Päivi Käri-Zein, Pirjo Purovesi, Janne Jokinen, Päivi Williams, Hannele Mennala, Timo-Pekka Uotila, Mikko Järvinen, Kasper Valtakari, Sonja Etelävuori, Marko Kauppinen, Petteri Tiljander

Assessment criteria

Assessment criteria - grade 1

Self-leadership

Student can describe own behavioral patterns.

Communication

Student develops communication patterns and materials to achieve business targets.

Offering development

Student creates MVP (Minimum Viable Product) and validates it with selected customer group(s). Student can define the main metrics to support the business development decisions.

Legal issues

Student recognizes the major legal issues for his own business (Shareholder agreement, IPR, patent etc.).

Determination

Student can define the main targets, plan critical milestones, needed activities and schedule to achieve them. Student attends the scheduled meetings.

Numbers

Student can visually describe the revenue and cost forecasts for external stakeholders (owners, potential investors, taxation etc.). Can justify the "make or buy" decisions.

Risk management

Student can recognize the major risks of his business and personal life.

Team building & operations

Student can describe his own role and the internal stakeholders in the company. Student can describe the needed competences (professional qualifications and business specific competence).

Assessment criteria - grade 3

Self-leadership (in addition to grade 1)

Student recognizes critical life stages that have had an effect on own behavior and emotions. Student can explain the level of support needed to achieve goals.

Communication (in addition to grade 1)

Student creates a realistic communication plan.

Offering development (in addition to grade 1)

Student can plan the next iteration of MVP or make a pivot for new MVP.

Legal issues (in addition to grade 1)

Student identifies when external legal support is needed for his business.

Determination (in addition to grade 1)

Student can implement the plan and independently change the direction of the plan when needed.

Numbers (in addition to grade 1)

Student can define the relevant KPI's and their follow-up cycle.

Risk management (in addition to grade 1)

Student can identify the significance of the risk and make the plan to neutralize it.

Team building & operations (in addition to grade 1)

Student can organize the activities of the company.

Assessment criteria - grade 5

Self-leadership (in addition to grade 3)

Student can change own behavior to achieve goals. Student can influence on own emotions and beliefs to achieve goals.

Communication (in addition to grade 3)

Student develops the communication plan according to feedback.

Offering development (in addition to grade 3)

Student can create a realistic financing plan and takes the first steps to implement it.

Legal issues (in addition to grade 3)

Student takes action on the legal issues related to his own business.

Determination (in addition to grade 3)

Student exceeds/goes beyond agreed activities. Student can seize the momentum/business opportunity.

Numbers (in addition to grade 3)

Student can plan cash flow using the before mentioned concepts. Student can provide different scenarios (worst, realistic, positive) for the most essentials numbers.

Risk management (in addition to grade 3)

Student continuously/proactively scans the business environment for emerging risks and looks for solutions.

Team building & operations (in addition to grade 3)

Student can recognize and make use of internal stakeholders' strengths in developing the company.

StartUp School – Project 2

Code: WOR8HH028

Scope: 5 ECTS

Timing: 1.8.2019–31.7.2020

Language: 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/>

Learning objectives

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.

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.

Also, a project can consist of working as a board member in an entrepreneurial context, such as Xes board membership.

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

Execution methods

Individual work online.

Learning materials

Tailored according to the case.

Starting level and linkage with other courses

No requirements.

Course teacher(s)

Ilkka Malinen, Päivi Williams, Hannele Mennala, Timo-Pekka Uotila, Mikko Järvinen, Ani Kuutschin, Taru Haajanen, Petteri Tiljander

Assessment criteria

Assessment criteria – grade 1

Knowledge

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.

Skills

You can complete given tasks and assignments with assistance. You need to develop how to apply knowledge.

Competence

You demonstrate some ability to perform skills and have basic knowledge, but you have difficulty to manage without assistance.

Assessment criteria – grade 3

Knowledge

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.

Skills

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.

Competence

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.

Assessment criteria – grade 5

Knowledge

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.

Skills

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.

Competence

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.

StartUp School – Workshops for Action

Code: WOR8HH039

Scope: 5 ECTS

Timing: 15.8.2019–22.5.2020

Language: English

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/>

Learning objectives

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

Contents

From the variety of workshops during one semester you can choose five workshops. The content of this course is based on the themes of the workshops you choose, and the portfolio and learning diary based on them. In your portfolio you describe and apply gained skills and knowledge in your business idea or established company.

The workshops are offered by StartUp School (Action workshops). External workshops have to be approved as part of the Workshop for Action course by StartUp School via email (startupschool@haaga-helia.fi).

Execution methods

You will learn through

- participating five workshops of different themes
- describing and applying gained skills and knowledge in your business idea or company (portfolio)
- reflecting on the process in your learning diary

Learning materials

On Moodle

Starting level and linkage with other courses

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

Course teacher(s)

Leena Aitto-oja, Anne Arkima, Johanna Mäkeläinen, Päivi Käre-Zein, Janne Jokinen, Päivi Williams, Hannele Mennala, Ani Kuutschin, Tiina Mehto, Jutta Rinneranta, Taru Haajanen, Jenni Brisk, Petteri Tiljander

Assessment criteria

Assessment criteria - grade 1

Self-knowledge: Student can recognize development areas of her/his entrepreneurial vision.

Learnings: Student describes his/her learnings from different workshops.

Implementation: Student can identify learnings of the workshops and tests them with her/his business

idea.

Reflection: Student can reflect his/her major learnings from the workshops and implementation.

Assessment criteria - grade 3

Self-knowledge additionally to grade 1: student understands and describes his/her development areas and can build his activities based on his own needs.

Learnings additionally to grade 1: Student identifies his/her learnings and is able to define next steps of the development plan.

Implementation additionally to grade 1: Student takes first steps to implement these learnings in practice.

Reflection additionally to grade 1: Student is able analyze his/her learnings more deeply.

Assessment criteria - grade 5

Self-knowledge additionally to grade 3: Student can create a realistic development plan for him/herself to support improvement as an entrepreneur.

Learnings additionally to grade 3: Student clarifies his/her learnings more advanced level and mirror learnings into his/her development plan.

Implementation additionally to grade 3: Student has implemented learnings in practice successfully and creates further development plan.

Reflection additionally to grade 3: Student reflects how development plan, learnings of the workshops and implementations effect to his/her actions as an entrepreneur.