

COURSE LEAFLET

Introduction to Entrepreneurship (YTTP 2140)

ECTs: 5

Medium of Instructions: English

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COURSE DESCRIPTION

The "Introduction to Entrepreneurship" course is designed to equip students from diverse academic backgrounds with foundational knowledge and skills about envisioning, starting, and expanding entrepreneurial ventures. This course integrates key theories and concepts of entrepreneurship with practical applications, guiding students about topics ranging from the intricate dynamics of entrepreneurial ecosystems to the nuanced decision-making processes of new venture creation. Moreover, the course delves deeper into various issues—such as entrepreneurial financing, entrepreneurial marketing, entrepreneurial growth and exit— and contexts of entrepreneurial endeavors—migrant, digital, and social entrepreneurship. In essence, this holistic course serves as a springboard for students to unleash their entrepreneurial potential, fostering innovation, ethical leadership, and a profound understanding of the entrepreneurial landscape.

LEARNING OBJECTIVES

On successful completion of the course, students will be able to:

- Know the basic concepts, theories, and dimensions of entrepreneurship.
- Comprehend the relevance of changes in the external environments for entrepreneurship.
- Identify and delineate the pivotal stages inherent in the entrepreneurial process.
- Gain insights into how entrepreneurship manifests in diverse contexts.
- Recognize the importance of leading entrepreneurial ventures with the responsibility to contribute positively to society and the environment.
- Apply the key concepts and theories to understand the practical entrepreneurial dynamics.

SESSIONS SCHEDULE

Session no.	Date	Day	Time	Room
Session 1	23.10.2023	Monday	12:15-14:00	MaA 103
Session 2	24.10.2023	Tuesday	10:15-12:00	Ag B105 Auditorio 2

Session 3	30.10.2023	Monday	10.15 - 12.00	MaA 103
Session 4	31.10.2023	Tuesday	12.15- 14.00	Ag B105 Auditorio 2
Session 5	06.11.2023	Monday	12.15 - 14.00	MaA 103
Session 6	07.11.2023	Tuesday	10.15 - 12.00	MaA 103
Session 7	13.11.2023	Monday	12.15 - 14.00	RUU D104 Helena
Session 8	14.11.2023	Tuesday	10.15-12.00	MaA 103
Session 9	20.11.2023	Monday	10.15 - 12.00	Ag B105 Auditorio 2
Session 10	21.11.2023	Tuesday	10.15 - 12.00	Ag B105 Auditorio 2
Session 11	27.11.2023	Monday	10.15 - 12.00	RUU D104 Helena
Session 12	28.11.2023	Tuesday	10.15 - 12.00	Ag B105 Auditorio 2
Session 13	04.12.2023	Monday	10.15 - 12.00	Ag B105 Auditorio 2
Session 14	05.12.2023	Tuesday	10.15- 12.00	RUU D104 Helena

DETAILS OF SESSIONS

Session 1: Kick-off

In this session, we will kick off the course, introduce ourselves, and discuss the course outline. Also, there will be a short lecture on the basic concept of entrepreneurship and its dimensions.

Session 2: Basics of Entrepreneurship

We will delve into the basics of entrepreneurship, beginning with exploring "Who is an entrepreneur?" and the essence that drives them. We will then navigate the dynamics of an entrepreneurial team and discuss the diverse pathways to becoming an entrepreneur.

Session 3 New Venture Creation

This session aims to discuss the pivotal role of opportunity in entrepreneurship. We will then explore venture creation processes, including idea generation, opportunity confidence, and opportunity exploitation.

Session 4 Entrepreneurial Ecosystem

In this session, our guest, Mari Suoranta from Jyväskylä University, will discuss the entrepreneurial ecosystem in Jyväskylä. This lecture will be practice-oriented, where she will introduce various stakeholders in the Jyväskylä/Keski-Suomi entrepreneurial ecosystem. You will learn about available events, courses, mentoring, and coaching opportunities. Furthermore, examples of past students and teams will highlight the benefits of the entrepreneurial path that JYU and its partners offer. In the end, we will have a short session on external enablers of entrepreneurship.

Session 5 Entrepreneurial Agency

The session will delve into the entrepreneurial agency, focusing on three core aspects: entrepreneurial mindset, human capital, and social capital. Their significance in entrepreneurship will be explored. We will also explore how entrepreneurial teams utilize the business model canvas to streamline activities during venture creation.

Session 6 Entrepreneurial Decision Making

In this session, we will have a guest entrepreneur (Simo Paanala) who will share his experiences of his entrepreneurial journey. In addition, we will have a short lecture on decision-making frameworks in entrepreneurship, emphasizing causation and effectuation logics.

Session 7 Entrepreneurial Financing

This session will address entrepreneurs' financing strategies, featuring a guest speaker (Muhammad Sarwar) from Wollongong University (Australia), who will discuss the intricacies of funding sources, navigating financial challenges, and effectively communicating with investors. We will explore their journey from initial strategy to lessons learned in securing investments.

Session 8 Entrepreneurial Marketing

In this session, we will have a guest speaker (Associate Professor Bilal Gulfraz) from Beijing Technology and Business University (China). He will enable us to dive into the marketing strategies tailored by start-ups, exploring target audience identification, product differentiation, and branding approaches.

Session 9 Venture Growth

In this session, we will delve into the dynamics of venture growth, exploring the strategies and challenges of expanding ventures. We will also discuss key indicators, success stories, and best practices to foster sustainable growth.

Session 10 Entrepreneurial Exit Strategies

In today's session, we are honored to host a guest speaker (Subhan Shahid) from Kedge Business School (France) who will illuminate the intricacies of entrepreneurial exit strategies. We will delve into the motivations, timing, and various approaches to successfully transition out of a venture.

Session 11 Social Entrepreneurship

In this class, we will welcome a distinguished guest (Mohamad Farhoud) from the Department of Economics and Management at the University of Luxembourg. He will provide valuable insights into social entrepreneurship, exploring its motivations, impact, and significance.

Session 12 International Entrepreneurship

In this class, our guest speaker, Juha-Kansikas from Jyväskylä University, will cover key aspects of international entrepreneurship. We will explore the definition and role of international entrepreneurs, examine various internationalization methods, and review real-world examples of expanding globally.

Session 13 Entrepreneur's Talk

In this session, we are excited to host an entrepreneur (Mikko Oksanen) as a guest speaker. Our agenda includes a comprehensive discussion of his entrepreneurial journey, encompassing various dimensions of experience and insights.

Session 14 Digital Entrepreneurship

In our final session, we will focus on digital entrepreneurship, summarize key course learnings, and conclude the course on a reflective note.

LEARNING ASSESSMENT

The learning outcomes are assessed based on learning reflections and a group project.

Activity	Due Date	Percentage of Final Grade	Scale
Learning Reflections (on any eight sessions)	December 15, 2023	50%	1-5
Entrepreneurial Project Report	December 15, 2023	50%	1-5

a. Learning Reflections

Each student must maintain a learning diary to record and reflect upon their learning experiences, insights, and progress. Write reflections for at least eight sessions from the course. Each reflection should be 1 to 2 pages long. It is advisable to write reflections immediately after you attend the session because the content is still fresh, which enables you to produce a high-quality reflection. However, all lecture recordings will remain available in Moodle, so you can watch them as often as necessary to grasp the content. Do not send the reflections every week; instead, create one main file, which should be named (your name, student ID, and ITE-reflection). For example, if your first name is Aino and your student ID is 100, the file's name will be Aino100ITE-reflections). This file should be submitted to Moodle by December 15, 2023, before midnight (Finnish time). The assessment of the learning diary is worth 50 percent of the overall grade and will be rated on a scale from 1 to 5. The details of the assessment are as follows.

- 1: The reflection demonstrates a lack of understanding of the session's content, and the student provides minimal reflective insights.
- 2: The reflection shows a basic understanding of the session's content.
- 3: The reflection demonstrates a clear understanding of the content and occasionally links theory and practice.
- 4: The reflection demonstrates a deeper understanding of the session content, offers insightful perspectives and consistently connects theory to practice.
- 5: The reflection demonstrates a deeper understanding of the session content and provides critical analysis to connect the theory and practice.

B. Entrepreneurial Project Report

Students will be divided into groups. The group details will be shared in the first session. Each group will select one entrepreneurial firm. This entrepreneurial can be from any country and industry. The team will collectively conduct a detailed interview with at least one of the founding entrepreneurs either by visiting him/her personally or via Zoom or any other online tool. The interview questions will broadly cover the themes of the class sessions. Below interview guidelines can be used as a template for the interview. However, it is not necessary that the same questions should be asked of the

entrepreneurs, but the group should ensure that the founder has sufficiently explained all themes.

Interview Theme	Possible Interview Questions
New venture Creation Process	<ul style="list-style-type: none"> • What motivated you to become an entrepreneur? • How did you identify and choose this venture opportunity? • Why did this opportunity stand out from among other opportunities? • How did you assess the feasibility and potential of the opportunity you identified? • What criteria or methods did you use to evaluate your idea's market demand, competition, and financial viability? • Were there any unexpected challenges or risks you encountered during the process? • Once you decided to pursue the opportunity, what were your key steps to turn it into a successful venture? • How did you adapt your strategy as your venture evolved, and what were some pivotal moments in the journey?
Ecosystem and External Enablers	<ul style="list-style-type: none"> • How do you perceive the current entrepreneurial ecosystem in terms of support, resources, and opportunities for new ventures like yours? • Could you share how your connections within the entrepreneurial ecosystem have influenced your venture's development? • How have the regulatory environment and any government policies affected your venture? • How do you view the competitive landscape in your industry, and how has it shaped your venture's strategy and positioning? • Looking ahead, what changes or improvements in the entrepreneurial ecosystem do you believe would benefit entrepreneurs like yourself?
Entrepreneur and venture creation process	<ul style="list-style-type: none"> • Questions can be asked about the background of entrepreneurs, such as education, age, prior experience, nationality, traveling, and networks. • How do you approach decision-making in your venture, and have your decision-making traits influenced your business choices? • How do you personally evaluate and manage risks, and how has this affected your venture's trajectory? • How do you continue to learn and develop personally as an entrepreneur?

Entrepreneurial financing strategy	<ul style="list-style-type: none"> • Can you please describe your financing strategy at the venture's launch? • Which funding sources did you consider and why? • How did you determine the most suitable financing mix? • If you secured external investment, how did you establish and maintain relationships with investors? • What strategies were effective in communicating your venture's financial progress and potential to investors?
Entrepreneurial marketing	<ul style="list-style-type: none"> • How did you identify your target customers and their needs? • What insights from market research influenced your marketing strategy? • How did you differentiate your product/service in the market? • Explain your branding and positioning strategies. • Which marketing channels did you use and why? • Share a successful marketing campaign that boosted your venture's growth.
Entrepreneurial growth	<ul style="list-style-type: none"> • Can you share specific growth milestones you set for your business? • Describe the key strategies or tactics you employed to achieve and sustain growth in your venture. • How did you identify and prioritize growth strategies? • What challenges did you encounter while pursuing growth, and how did you overcome them?

It is important to note that all interviews should be recorded, which will be analysed and compared with the content discussed in the teaching sessions and/or given study material. In this comprehensive assessment, students will analyze interview recordings to uncover the nuanced themes within the interviews and establish a profound and coherent connection to the pertinent class literature and themes.

Write a 20-page report (1.5 line spacing, font size 12 with Times New as Font style) if group members are more than three) and 13-page report if group members are three or fewer. The first page should be the title page, which should have details of all group members, the entrepreneurial firm interviewed, and details of the interview (e.g., date, mode, and duration). The remaining pages are the main body of the report. The main body of the report should be divided according to the interview themes:

- Introduction
- New venture creation process

- Ecosystem and external enablers
- Entrepreneur and venture creation process,
- Entrepreneurial Strategies: Financing, marketing, management and growth strategies.
- Discussion and conclusion.

Submit the interview recording (via Google Drive using msufyan@jyu.fi) and final report on Moodle by December 15, 2023. The report will be mainly evaluated on its adequacy to effectively use the teaching content about different themes for analyzing the different themes of interview transcripts. It will be rated from 1 to 5, and all group members will get the same grade.

- 1: The report demonstrates a lack of understanding of the session content and provides minimal connectivity with the case venture.
- 2: The report demonstrates a basic understanding of the session content but inconsistently connects it with the case venture.
- 3: The report demonstrates a clear understanding of the session content but lacks in-depth analysis that consistently connects theory to case venture.
- 4: The report demonstrates a clear understanding of the session content and consistently connects theory to practical application in a meaningful way.
- 5: The report demonstrates a critical understanding of the content of the session and goes beyond connecting it with practical case ventures by giving useful suggestions.

STUDENT WORKING HOUR DISTRIBUTION

The course consists of 5 ECTs where as one ECTs requires 27 hours of work. Altogether, each student is required to spend almost 135 hours to complete the requirements of this course.

Nature of Activity	Estimated number of hours
Lectures	24.5 hours
Weekly reflections	56 hours
Entrepreneur interview (preparation plus conduct)	3 hours
Entrepreneurial Project Report	51,5 hours
Total	135 hours

ATTENDANCE

Attendance in all lectures is recommended. An absence in more than four sessions should be discussed with the instructor beforehand. However, if you miss some sessions, all lecture recordings will be available in Moodle for later viewing.

COURSE PREREQUISITES

No prerequisites

CODE OF CONDUCT

I strongly encourage originality, proper citation, and ethical conduct in all your academic endeavors. Plagiarism is a serious academic offense that this course will not tolerate. Any instance of plagiarism, including copying from fellow students, online sources, or any other unauthorized means, will result in severe consequences according to [JYU's academic fraud policy](#). All submitted assignments are checked with Turnitin.

Additionally, it is essential to adhere to the policy on the use of generative AI in this course. The course follows the [JSBE policy on the use of generative AI](#). If you utilize AI tools in your work, you must transparently disclose their use. Failure to disclose AI use may also result in academic consequences.

TEACHING MATERIAL

Lecture notes and any other material given during the class.

ADDITIONAL READINGS

- Timmons, J. A., Spinelli, S., & Tan, Y. (2004). *New venture creation: Entrepreneurship for the 21st century* (Vol. 6). New York: McGraw-Hill/Irwin.
- Kuratko, D. F. (2018). *Entrepreneurship: Theory, Process, Practice*. Cengage Learning.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2019). *Entrepreneurship: The practice and mindset*. Sage publications.
- Meyer, M. H., & Crane, F. G. (2013). *New Venture Creation: An Innovator's Guide to Entrepreneurship*. Sage Publications.
- As specified during the conduct of the course

