

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	"From idea to company" - Entrepreneurship
Language:	English
Course Type:	lectures/teamwork/workshop/competition
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Tomas Illman Senior lecturer/Learning facilitator Laurea University of Applied Sciences - Finland tomas.illman@laurea.fi
Course description/ Contents:	Entrepreneurship is about creating possibilities and solutions in uncertain conditions. In many occupations entrepreneurship is the main form of working. The outcome would be to offer students experiences of entrepreneurship and a chance to apply their knowledge to create their own business. After the course students have gained personal experience in creating and testing business ideas and establishing a "business".
Learning outcome:	know the essentials of working in a team analyze business potential in different ideas, markets or segments use business model canvas as a planning tool learning can be fun
Examination:	Team presentations / Pitching competition
4 questions to be prepared by the students prior to arrival:	Please meet with an entrepreneur and ask them how/when they started - what kind of business - why - were they excited - costs - what is the situation today
Essential reading:	The students should read/watch (and understand ☺) following prior the course: https://coteries.com/2018/11/06/business-model-canvas/ https://www.youtube.com/watch?v=bZTWx2bftaw