

UNIC SPRING SCHOOL 2021

The first international UNIC Spring School on Entrepreneurship and Transformation will take place from **March 15th to May 31st**, 2021! The UNIC Spring School 2021 offers seven fully digital courses for students from the Ruhr University Bochum, University of Zagreb, University of Oulu and is hosted by the Ruhr University Bochum.

This document contains information on each course, the application procedure and requirements. **Please read the corresponding sections carefully before applying for a course.**

COURSE OVERVIEW

| <u>Course</u> Lecturers | Content | University Crediting | Duration |
|---|--|---|---|
| <u>The Economics of Digitalization</u> Prof. Dr. Marianne Saam | <i>Digitalization affects production, factor and consumer markets, work and distribution of opportunities and income. The course offers an introduction to the economic aspects of digitalization.</i> | Ruhr University Bochum 5 ECTS | March 15 th - May 3 rd |
| <u>Microeconomics of Competitiveness</u> Prof. Dr. Matthias Kiese Simon Rohde | <i>Developed by Prof Michael E Porter at Harvard Business School, MOC explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective that puts firms centre-stage.</i> | Ruhr University Bochum 6 ECTS | March 16 th - May 31 st |
| <u>Business Statistics</u> Josip Arnerić (PhD) Anita Čeh Časni (PhD) | <i>Introductory of statistical techniques for analyzing real life business problems with actual data. Application to practical situations, covering decision making, business forecasting, quality control, as well as descriptive and inferential statistics.</i> | University of Zagreb 5 ECTS | March 29 th - May 21 st |
| <u>Doing Business in the European Union</u> Kosjenka Dumančić (PhD) Kristijan Poljanec (PhD) | <i>Legal framework for doing business in the EU. Freedom to provide services, establishment, capital. Provisions on setting up and managing enterprises. Contract law perspective of doing business in the EU.</i> | University of Zagreb 5 ECTS | March 15 th - May 28 th |
| <u>Digital Technology Usage in Entrepreneurship</u> Božidar Jaković | <i>Digital technology usage enables the improvements in efficiency, productivity, and competitiveness in contemporary and dynamic business environment. Students will use up-to-date software and tools to develop their digital business projects while working in teams.</i> | University of Zagreb 5 ECTS | May 5 th - June 2 nd |

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|---|--|-------------------------------------|---|
| <u>Building Business Through Creativity</u> Nina Jackson | <i>Building Business Through Creativity is a course where you will create solutions for companies through design, art, and futures thinking in teams consisting of different generations, cultural backgrounds, and fields.</i> | University of Oulu 5 ECTS | March 17 th - May 19 th |
| <u>Exercising Entrepreneurship</u> Elina Hyrkäs Anne Keränen | <i>Learn to create competencies in an entrepreneurship context! Upon the completion of the course you can recognize, understand and plan how to grasp business opportunities and solve business problems, and evaluate possible solutions.</i> | University of Oulu 5 ECTS | March 18 th - May 8 th |

SCHEDULE: CONTACT TIME

| Course | | Time | March | | | | | April | | | | | | | | | |
|--------|--|-----------------|-------|----|----|----|----|-------|----|----|----|----|----|----|----|---|---|
| | | | 15 | 16 | 17 | 18 | 19 | 22 | 23 | 24 | 25 | 26 | 29 | 30 | 31 | 1 | 2 |
| | The Economics of Digitalization | 16:00 - 18:00 | | | | | | | | | | | | | | | |
| | Microeconomics of Competitiveness | 14:15 - 16:45 | | | | | | | | | | | | | | | |
| | Business Statistics | 16:00 - 19:30 | | | | | | | | | | | | | | | |
| | Doing business in the European Union | 16:00 - 19:00 | | | | | | | | | | | | | | | |
| | Digital Technology usage in Entrepreneurship | 9:00 - 15:00 | | | | | | | | | | | | | | | |
| | Building Business Through Creativity | irregular | | | | | | | | | | | | | | | |
| | Exercising Entrepreneurship | No contact time | | | | | | | | | | | | | | | |

| Course | | Time | March | | | | | April | | | | | May | | | | | | | | | |
|--------|--|-----------------|-------|----|----|----|----|-------|----|----|----|----|-----|----|----|----|----|---|---|---|---|---|
| | | | 12 | 13 | 14 | 15 | 16 | 19 | 20 | 21 | 22 | 23 | 26 | 27 | 28 | 29 | 30 | 3 | 4 | 5 | 6 | 7 |
| | The Economics of Digitalization | 16:00 - 18:00 | | | | | | | | | | | | | | | | | | | | |
| | Microeconomics of Competitiveness | 14:15 - 16:45 | | | | | | | | | | | | | | | | | | | | |
| | Business Statistics | 16:00 - 19:30 | | | | | | | | | | | | | | | | | | | | |
| | Doing business in the European Union | 16:00 - 19:00 | | | | | | | | | | | | | | | | | | | | |
| | Digital Technology usage in Entrepreneurship | 9:00 - 15:00 | | | | | | | | | | | | | | | | | | | | |
| | Building Business Through Creativity | irregular | | | | | | | | | | | | | | | | | | | | |
| | Exercising Entrepreneurship | No contact time | | | | | | | | | | | | | | | | | | | | |

| Course | | Time | March | | | | | April | | | | | May | | | | | June | | | | |
|--------|--|-----------------|-------|----|----|----|----|-------|----|----|----|----|-----|----|----|----|----|------|---|---|---|---|
| | | | 10 | 11 | 12 | 13 | 14 | 17 | 18 | 19 | 20 | 21 | 24 | 25 | 26 | 27 | 28 | 31 | 1 | 2 | 3 | 4 |
| | The Economics of Digitalization | 16:00 - 18:00 | | | | | | | | | | | | | | | | | | | | |
| | Microeconomics of Competitiveness | 14:15 - 16:45 | | | | | | | | | | | | | | | | | | | | |
| | Business Statistics | 16:00 - 19:30 | | | | | | | | | | | | | | | | | | | | |
| | Doing business in the European Union | 16:00 - 19:00 | | | | | | | | | | | | | | | | | | | | |
| | Digital Technology usage in Entrepreneurship | 9:00 - 15:00 | | | | | | | | | | | | | | | | | | | | |
| | Building Business Through Creativity | irregular | | | | | | | | | | | | | | | | | | | | |
| | Exercising Entrepreneurship | No contact time | | | | | | | | | | | | | | | | | | | | |

APPLICATION AND COURSE PARTICIPATION

- The application phase starts on **February 15th** and will be open until **February 28th**.
- Applications need to be submitted via an **online form**, which will be available at: <https://www.wiwi.ruhr-uni-bochum.de/unic-school/>.
- Bachelor, Master, and PhD students enrolled at one of the **three participating universities** are eligible to apply.
- **Applicants can only apply for one course.** If multiple applications are submitted for different courses, the applicant will be excluded from the UNIC Spring School.

- Submitting an application does not guarantee a place in the respective course.
- ECTS will be awarded for successful participation. We do not guarantee accreditation.
Your faculty's examination office decides about the accreditation of your course.
- Students need to agree to **participate with video and audio** during the course.
- **Full attendance** is required for all courses.

For questions concerning a specific course please contact the lecturer via email. Please find their contact information in the course section below.

THE ECONOMICS OF DIGITALIZATION

March 15 - May 3, 2021

LECTURERS

Marianne Saam is Professor for Innovation Economics and Policy at CEIT at Ruhr University Bochum. Her research deals with economic growth and innovation, in particular with factor substitution, intangible investment and digitalization.

COURSE DESCRIPTION

Since the invention of digital computers in the 1940s, digitalization affects the economy in a fundamental way. It affects production, factor and consumer markets, work and distribution of opportunities and income. The lecture offers an introduction to the research on the economic consequences of digitalization. In the tutorial, students will engage with theoretical and empirical research results and political statements related to the digitalization of the economy.

The course is structured in five topics:

1. Introduction and History
2. Digitalization and Economic Performance
3. Labor Market Effects of Digitalization
4. Digital Markets and Platforms
5. Global Perspectives on Digitalization

Students will be introduced to selected passages of research papers that address questions such as: To which extent did digitalization contribute to economic growth? How does diffusion of digital technology affect labor demand? Are prices on online markets lower than offline? What are important choices in designing a peer-to-peer platform? Does digitalization make it more difficult to measure GDP? How can we measure benefits of digitalization in poor countries? What can we expect from the future of digitalization?

The course addresses digitalization from the perspective of economics rather than from the perspective of management.

COURSE STRUCTURE

| | |
|---------------------|---|
| Mode of teaching | Pre-recorded lectures, online tutorials, self-study |
| Contact hours (12h) | Mondays 16:00-18:00 15.03., 22.03, 29.03, 12.04, 19.04., 26.04 |

| | |
|-----------------------|---|
| Workload | 150 hours |
| Teaching platforms | Tutorials: Zoom Teaching materials: RUB Moodle |
| Number of UNIC places | 30 |

PREREQUISITES

Bachelor and Master students are accepted. For RUB students enrolled in degrees of the Faculty of Economics and Management, the module counts exclusively as a Bachelor module.

Applicants will be selected by a lottery. The content of the module is identical with the regular course offered by Prof. Dr. Marianne Saam and no additional credit points can be obtained if the course has been completed already by RUB students. RUB Applicants who are signed up for the course exam in WS 20/21 at the time of applying for the UNIC spring school will not be admitted to this course.

Basic knowledge of economics (of concepts such as a production function, a market equilibrium or GDP) and statistics (interpreting t-tests and regression coefficients) is expected. Students not familiar with the concepts used need to acquire this knowledge during the course. Some supporting material is provided for this purpose.

ASSESSMENT

| | |
|--------------------|--|
| Mode of assessment | <ul style="list-style-type: none"> Open-book examination Additional bonus points can be earned by taking multiple choice tests and contributing to the Moodle forum during class |
| Final exam | May 3, 2021 (3h) |
| Crediting | 5 ECTS Grading: 1.0, 1.3 = very good; 1.7, 2.0, 2.3 = good; 2.7, 3.0, 3.3 = satisfactory; 3.7, 4.0 = sufficient; 5.0 = fail |

READING LIST

A selection of survey papers and research articles will be available on Moodle.

CONTACT

Prof. Dr. Marianne Saam:

marianne.saam@rub.de

MICROECONOMICS OF COMPETITIVENESS: FIRMS, CLUSTERS AND ECONOMIC DEVELOPMENT

March 16 - May 31, 2021

LECTURERS

Matthias Kiese is a professor for human geography with a focus on urban and regional economies at RUB's Institute of Geography within the Faculty of Geosciences. He specializes in knowledge and innovation-based urban and regional development, as well as clusters and cluster policies. Prof Kiese has been a member of the Microeconomics of Competitiveness Affiliate Network since 2009.

Simon Rohde holds a M.Sc. degree in geography and works with Prof Kiese on regional innovation and entrepreneurship ecosystems.

COURSE DESCRIPTION

In October 2013, the Department of Geography was admitted to the Microeconomics of Competitiveness (MOC) Affiliate Network at Harvard Business School – a community of more than 100 universities worldwide teaching the MOC course to gain insight into the mechanisms of economic development and competitiveness. Based entirely on case discussions, the MOC course explores the determinants of competitiveness and successful economic development viewed from a bottom-up, microeconomic perspective. MOC is a distinctive course platform developed at Harvard by Professor Michael Porter and a team of colleagues at the Institute for strategy and competitiveness. The course is specifically designed to be taught at Harvard and in collaboration with educational institutions around the world. The course is not only an educational vehicle but also a tool to enable an institution and its people to influence and support economic development in the country and region.

Further information:

<http://www.geographie.ruhr-uni-bochum.de/studium/moc>

COURSE STRUCTURE

| | |
|---------------------|--|
| Mode of teaching | Online Meetings, group work and self-study |
| Contact hours (38h) | 16.03. – 30.04.2021 Tue & Fri 14:15 – 16:45 |
| Workload | 180 hours |
| Teaching platforms | Meetings: Zoom Study materials: RUB Moodle |

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|-----------------------|----|
| Number of UNIC places | 20 |
|-----------------------|----|

PREREQUISITES

Master and PhD students are eligible to apply.

ASSESSMENT

| | |
|--------------------|---|
| Mode of assessment | Group project report (4 students, 35 pages) Submission deadline: May 31, 2021 |
| Final exam | - |
| Crediting | 6 ECTS Grading: 1.0, 1.3 = very good; 1.7, 2.0, 2.3 = good; 2.7, 3.0, 3.3 = satisfactory; 3.7, 4.0 = sufficient; 5.0 = fail |

READING LIST

- Porter, M.E., 2008: On Competition. Boston: The Harvard Business School Publishing (=The Harvard Business Review Book Series).
- One case study per session as mandatory reading

CONTACT


Prof. Matthias Kiese:

matthias.kiese@rub.de

Simon Rohde

simon.rohde@rub.de

COURSE OUTLINE

| <div> <div> <p>RUHR-UNIVERSITÄT BOCHUM Department of Geography Matthias Kiese • Urban and Regional Economics</p> </div> <div>  </div> <div> <p>RUB</p> </div> </div> | | | | |
|--|--------|---|--|---------------|
| MOC Outline, UNIC Spring School 2021 | | | | |
| Session | Date | Content | Case Study (=reading required before session!) | Instructor |
| 1 | 16 Mar | Core Concepts and Course Process | | Kiese |
| 2 | 19 Mar | Competitiveness: Overall Framework | Building a Cluster: Electronics and Information Technology in Costa Rica | Kiese |
| 3 | 23 Mar | Competing Across Locations & Global Strategy for MNCs | Volvo Trucks (A: Penetrating the U.S. Market) | Kiese |
| 4 | 26 Mar | The Diamond Model: Advanced Economies | The Japanese Facsimile Industry in the 1990s | Kiese |
| 5 | 30 Mar | The Diamond Model: Transition Countries | Estonia: From Transition to EU Membership | Doyle |
| 6 | 06 Apr | Clusters and Cluster Development | The California Wine Cluster | Rohde |
| 7 | 09 Apr | Cluster Internationalization | The Dutch Flower Cluster | van Eenennaam |
| 8 | 13 Apr | Economic Strategy: Advanced Economies | Remaking Singapore | Rohde |
| 9 | 16 Apr | Economic Strategy: Cities | New York City: Bloomberg's Strategy for Economic Development | Kiese |
| 10 | 20 Apr | Economic Strategy: Sub-national Regions | The Basque Country: Strategy for Economic Development | Magro |
| 11 | 23 Apr | Economic Strategy: Cross-National Regions | European Integration: Meeting the Competitiveness Challenge | Rode |
| 12 | 27 Apr | Project Presentations | | |
| 13 | 30 Apr | Putting Porter into Perspective: Critical Views and Alternative Concepts of Competitiveness; Student Feedback | | Kiese |

Course Outline

BUSINESS STATISTICS

March 29 - May 21, 2021

LECTURERS

Josip Arnerić is an Associate Professor at the Department of Statistics, Faculty of Economics and Business, University of Zagreb. He is a Section Editor of the Croatian Operational Research Review (CRORR) journal. He is the head of the Club R at the Croatian Statistical Association. He was a research associate in projects of the Ministry of Science and Education as well as a project manager of the Croatian Science Foundation. His fields of interest are business statistics, business forecasting, financial econometrics, and neural networks. He collaborates with other universities, e.g. Shanghai University of International Business and Economics in China.

Anita Čeh Časni is an Assistant Professor at Department of Statistics, Faculty of Economics and Business, University of Zagreb. She is a Vice Head of Department of Statistics at Faculty of Economics and Business University of Zagreb. She is also a Secretary of Croatian Statistical Association. Apart from teaching at both Croatian and international EPAS accredited study programme (BDiB) she is very active in her scientific field having published numerous scientific papers in respectable international scientific journals. She is also a researcher on 3 COST actions, one ERASMUS+ project and scientific project financed by Croatian Scientific Foundation. She recently became a Vice director of the Institute for Euro-Asian Studies thus promoting international cooperation between Faculty of Economics and Business and Euro-Asian countries.

COURSE DESCRIPTION

All business disciplines can be analyzed with statistical principles and therefore a course purpose is to introduce a formal framework for analyzing real life business problems with actual data, so that students can improve their understanding of the circumstances in which statistical techniques should be used and how to apply statistics to practical business situations. The entire course is supported with many case studies and worked-out examples. In particular, statistical techniques within a course are grouped in sections covering applications in the field of decision making, business forecasting, quality control, and commonly used descriptive and inferential statistics. Understanding of the graphs, tables as well as equations are managed down to the core which encourage and help students to recognize business problems which can be solved by the usage of appropriate statistical methods. Critical thinking should be sharpened through solving many business data analysis examples. Students are taught to recognize different types of statistical data and to select an appropriate statistical method to describe business data. Students learn how to construct statistical reports with proper graphical displays and interpretations of business data and information.

COURSE STRUCTURE

| | |
|-----------------------|--|
| Mode of teaching | Online meetings, group work and self-study |
| Contact hours (30h) | 29.03. - 21.05.2021. Tuesday 16.00 - 19.30 p.m. |
| Workload | 120 hours |
| Teaching platforms | Meetings: Google Meet or Zoom (tba) Teaching materials: Google Classroom Weekly assignments: Google Quiz |
| Number of UNIC places | 50 |

PREREQUISITES

Successful participation of at least one other statistical course.

Bachelor and Master students are eligible to apply.

ASSESSMENT

| | |
|--------------------|--|
| Mode of assessment | <ul style="list-style-type: none"> ▪ Weekly seminar assignments (Google quizzes), ▪ Student group project (max 3 students per group) ▪ Final exam |
| Final exam | May 21, 2021 (2h) |
| Crediting | 5 ECTS credits Grade: pass/fail |

READING LIST

- Newbold P., Carlson, W., Thorne, B. (2013). Statistics for Business and Economics. 8th Ed., Pearson Education, Prentice Hall, Upper Saddle River, NJ.
- Levine, D. M., Stephan, D.F., Krehbiel, T.C., Berenson, M.L. (2011). Statistics for Managers Using Microsoft Excel. 6th Ed., New Jersey: Pearson, Prentice Hall.
- McClave, J.T., Benson, P.G., Sincich, T. (2011). Statistics for Business and Economics. 11th Ed., New Jersey: Pearson, Prentice Hall.

CONTACT

Associate Professor Josip Arnerić, PhD.: jarneric@efzg.hr

Assistant Professor Anita Čeh Časni,
PhD:.

aceh@efzg.hr

DOING BUSINESS IN THE EUROPEAN UNION

March 15 - May 28, 2021

LECTURERS

Kosjenka Dumančić is an Associate Professor of Commercial Law, Vice-Dean for international relations and projects, and the Head of Institute for Euro-Asian Studies at the University of Zagreb, Faculty of Economics and Business. Her research interests are in the fields of European company law, European internal market law, and collaborative economy. Currently, she is actively involved in an EU-funded Erasmus+ COLECO Project which aims to examine the impacts of the collaborative economy in Europe, focusing on peer-to-peer accommodation platforms.

Dr Kristijan Poljanec is a Post-Doctoral Research Fellow at the Law Department of the Faculty of Economics and Business, University of Zagreb. He received his PhD from the Faculty of Law, University of Zagreb. He was a visiting researcher at the Europa-Institut, University of Saarland, Saarbrücken and a Cegla Visiting Research Fellow, Buchmann Faculty of Law, Tel Aviv University.

COURSE DESCRIPTION

This course offers a comprehensive overview of the EU legal framework for doing business in the Internal Market. The course starts with a brief introduction to fundamentals of EU law (evolution, institutional and legal framework). Following that, the course provides an in-depth overview of EU rules and cases on freedom to provide services, including freedom of establishment, rules, and cases on the free flow of capital/payments, including means of financing businesses and rules on screening foreign direct investments. The course will introduce students with provisions on setting up and managing enterprises in the EU, in particular with regard to various types of supranational corporate entities (formation, capital, and disclosure requirements, cross-border mobility, and corporate groups). The course will also analyze EU rules on corporate sustainability, in particular rules on disclosure of non-financial information, creditor protection, sound corporate governance, promoting environmental, social and governance standards (ESG factors) and the newly launched 'New European Bauhaus Project'. Besides EU corporate law, the course offers a commercial (contract) law perspective of doing business in the Internal Market. The course will introduce students with differences between civilian and common law tradition in contract law. Following that, supranational EU legal rules on setting up commercial contracts will be analyzed. In this regard, special attention will be given to EU rules on common EU sales law, commercial agency, insurance, and digital contracts. Moreover, the course offers an introduction to EU consumer protection law, especially to EU rules on unfair contract terms in consumer contracts. The course will also offer an overview of EU information technology (IT) law. It intends to cover EU rules on the supply of digital services and digital content, legal aspects of 'gig-economy' and 'collaborative economy',

e-commerce rules, Digital Services Act, Digital Market Act, liability of intermediary platforms, privacy protection rules, and online dispute resolution.

COURSE STRUCTURE

| | |
|-----------------------|--|
| Mode of teaching | Online meetings, group work and self-study |
| Contact hours (30h) | 15.3. - 28.5.2021 Friday 16:00 - 19:00 p.m. |
| Workload | 120 hours |
| Teaching platforms | Meetings: Google Meet or Zoom (tba) Teaching Materials: Google Classroom Weekly assignments: Google Quiz |
| Number of UNIC places | 50 |

PREREQUISITES

Bachelor or Master students are eligible to apply.

A degree in law, economics or political sciences is preferred.

ASSESSMENT

| | |
|--------------------|--|
| Mode of assessment | <ul style="list-style-type: none"> ▪ Weekly seminar assignments (Google quizzes), ▪ Student group project (max 5 students per group) ▪ Final exam |
| Final exam | May 28, 2021 (1h) |
| Crediting | 5 ECTS credits Grade: pass/fail |

READING LIST

- Horak, H.; Dumančić, K.; Poljanec, K., European Market Law: Textbook, Vol. 1., Faculty of Economics and Business, University of Zagreb, 2015.
(available at <http://web.efzg.hr/dok/KID//European%20Market%20Law%20online.pdf>).
- Horak, H.; Dumančić, K.; Poljanec, K.; Vuletić, D., European Market Law Handbook, Vol. 1., Voronezh State University, Faculty of Law and University of Zagreb, Faculty of Economics and Business, Voronezh Zagreb, 2014.
(available at http://web.efzg.hr/dok/kid/EUROPEAN_MARKET_LAW.pdf).

CONTACT

Associate Professor Kosjenka Dumančić,
PhD.:

kdumancic@efzg.hr

Kristijan Poljanec, PhD.:

kpoljanec@efzg.hr

DIGITAL TECHNOLOGY USAGE IN ENTREPRENEURSHIP

May 5 - June 2, 2021

LECTURER

Božidar Jaković is an Associate Professor and Vice-Dean at the Faculty of Economics & Business, University of Zagreb, Croatia. He received his PhD, MSc and BSc degrees from the Faculty of Economics and Business, University of Zagreb. Also, he is an author of numerous internationally reviewed articles in journals including Acta Turistica, WSEAS Transactions on Information Science & Applications, International Journal of Applied Mathematics and Informatics, Journal of International Scientific Publications: "Economy & Business, Zbornik Ekonomskog fakulteta u Zagrebu". His current research interests include Digital Business, Web services, Web 2.0 technologies, Mobile technologies, Mobile applications, Document management, E-learning, Business Intelligence, Big Data, Knowledge management and Information management. He is actively engaged in a number of scientific projects.

COURSE DESCRIPTION

Digital technology usage enables the improvements in efficiency, productivity, and competitiveness in contemporary and dynamic business environments, especially in entrepreneurship. The objective of the course is to introduce the students with the concept of digital business, its technological, social, and business aspects as well as with the latest trends in ICT, Internet technologies and digital technologies. The course will provide the comprehensive understanding of technological and infrastructure support to digital business and the review of its developments, models, and trends. Specific knowledge and competencies students will gain include understanding of the technology prerequisites of digital business, skills related to creating the digital business model, and skills related to digital technology usage in real examples. Students will use up-to-date software and tools to develop their projects while working in teams. Discussions about case studies will help students to gain knowledge on digital economy and digital technology usage in entrepreneurship.

COURSE STRUCTURE

| | |
|---------------------|--|
| Mode of teaching | Online meetings, group work and self-study |
| Contact hours (30h) | Wednesday, 9.00 a.m – 3:00 p.m. May 5, 2021 May 12, 2021 May 19, 2021 |

| | |
|-----------------------|--|
| | May 26, 2021 June 2, 2021 |
| Workload | 120 hours |
| Teaching platforms | Meetings: Google Meet or Zoom (tba) Teaching Materials: Google Classroom Weekly assignments: Google Quiz |
| Number of UNIC places | 50 |

PREREQUISITES

Successful participation of at least one informatics (ICT) course.

Bachelor and Master students are eligible to apply.

ASSESSMENT

| | |
|--------------------|--|
| Mode of assessment | <ul style="list-style-type: none"> Weekly seminar assignments (Google quizzes), Student group project (max 2 students per group) Final exam |
| Final exam | June 2, 2021 (2h) |
| Crediting | 5 ECTS Grade: pass/fail |

READING LIST

- Dave Chaffey, Digital Business and E-commerce Management (7th Edition), Pearson, 2019
- Kenneth C Laudon, Carol Guerico Traver, E-Commerce 2019: Business.Technology. Society. (15th Edition), Pearson, 2019.

CONTACT

Associate Professor Božidar Jaković, bjakovic@efzg.hr

PhD.:

Lecturer Tomislav Medić, tmedic@efzg.hr

BUILDING BUSINESS THROUGH CREATIVITY

March 17 - May 19, 2021

LECTURER

Nina Jackson holds an M.A.Ed. degree from the University of Oulu. In her thesis, she researched design thinking and methods for teaching science through art.

She has experience from the business world (HR), student-led start-ups, and from working as an artist herself. She has been involved in a national spearhead project, shaping universities to correspond to the needs of the future working life.

COURSE DESCRIPTION

During the course, the student will explore entrepreneurship from the perspective of an artistic process and learn the process of designing improbable solutions. The students are challenged to question mainstream values, assumptions taken for granted, and ways of doing things. The course gives the student tools that are needed in developing improbable business models and solutions that can shift paradigms.

The student will work in teams and learn to regulate emotions, such as uncertainty, frustration, enthusiasm, and joy.

Upon completion of the course, the student will:

- develop their creative thinking
- develop their collaboration skills with people representing different generations, cultures, and fields of science
- develop entrepreneurial leadership
- increase abilities to build new inspiring visions
- increase their understanding of design thinking and scenario building
- manage uncertainty and ambiguity
- learn how to use diversity and improbable encounters to develop business
- connect passion and convictions with a project which creates value

The participants will be solving real-life company cases in groups consisting of participants from in and outside the university, representing different generations and cultural backgrounds. The theoretical frameworks of the course consist of design-, art- and futures thinking. The solutions will be presented at the virtual Future Festival -event.

The course consists of videos, a reading package, joint meetings, group meetings, and exercises. The course follows a flipped classroom model, where the homework will always be given before the joint interactive sessions.

COURSE STRUCTURE

| | |
|-----------------------|---|
| Mode of teaching | Online meetings, group work and self-study |
| Contact hours (22h) | 17.3: 17:00 - 19:30 24.3: 16:00 - 20:00 29.3: 17:00 - 19:30 12.4: 16:00 - 18:30 15.4: 17:00 - 19:30 12.5: 16:00 - 20:00 19.5: 17:00 - 18:30 |
| Workload | 120 hours |
| Teaching platforms | Meetings: Zoom Study materials: UniOulu Moodle |
| Number of UNIC places | 5 |

PREREQUISITES

Bachelor and Master's students are eligible to apply.

ASSESSMENT

| | |
|--------------------|---|
| Mode of assessment | Active participation |
| Final exam | There is no final exam. |
| Crediting | 5 ECTS Grading: pass/fail (graded, if needed) |

READING LIST

Will be included in the course materials.

CONTACT

Nina Jackson: nina.jackson@oulu.fi

EXERCISING ENTREPRENEURSHIP

March 18 - May 8, 2021

LECTURERS

Elina Hyrkäs works as a Postdoctoral researcher at the University of Oulu – Oulu Business School. She has done scientific research work for over 15 years, both on the national and international levels. She has also teaching experience from different courses. She has worked with wide cooperation projects with companies. Her research interests include knowledge management in general and especially strategic-based competence management, innovation management, open innovation and co-creation.

Petri Ahokangas received his D.Sc. degree (1998) from University of Vaasa, Finland. He is the professor of future digital business at Oulu Business School, Finland. He is also board member in several software companies and has co-founded several companies. Earlier he has worked as professor of international business and head of department at Oulu Business School. Prior to his academic career, he worked in the telecoms/software industry. His research is in the intersection of entrepreneurship, strategic management, international business, futures and action research, and various fields on technology. Specifically, he is interested in business models, strategies, ecosystems and internationalization within digital and wireless business domains, especially in the domain of next generation (5G/6G) mobile communications.

COURSE DESCRIPTION

Upon completion of the course, the students create competencies in an entrepreneurship context. They can recognize, understand and plan how to grasp business opportunities and solve business problems, and evaluate possible solutions. The students can improve their entrepreneurial, business environment analysis and business planning skills, as well as problem solving, communicating and presentation capabilities. They learn to carry out individual assignments, share the work and results and deal with feedback.

The students work alone and in small groups to learn both general approaches and specific means of entrepreneurship, such as business analysis, planning and business model evaluation processes, lean and agile entrepreneurship methods, market and customer management, branding and basic financial and other resources management. They get also used to gather and analyze relevant data, present and justify ideas and plans, and respond to external and internal feedback.

COURSE STRUCTURE

| | |
|------------------|--|
| Mode of teaching | Pre-recorded lectures, group work and self-study |
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|-----------------------|----------------|
| Contact hours | - |
| Workload | 135 hours |
| Teaching platforms | UniOulu Moodle |
| Number of UNIC places | 10 |

PREREQUISITES

Bachelor and Master students are eligible to apply.

ASSESSMENT

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|--------------------|---|
| Mode of assessment | <ul style="list-style-type: none"> ▪ Learning report ▪ Final report |
| Final exam | - |
| Crediting | 5 ECTS Grading: Verbal scaling scale pass/fail <u>or</u> numerical grading from 1-5 |

READING LIST

Will be included in the course materials.

CONTACT

Elina Hyrkäs: elina.hyrkas@oulu.fi