

# Erasmus+ Intensive Programme Entrepreneurship and Communication in Multicultural Teams

Karelia UAS Joensuu, Finland 6 – 17 March 2017



EU logo

**Sunday 5.3.** Arrivals and accommodation

**Monday 6.3.**

Time	Session	Session leader(s)	Contributors	Venue
8:15-9:00	Student registration	Sini-Tuuli Saaristo and students		Tikkarinne main lobby
8:30-9:00	Teachers' brief			
9:15-9:30	Welcome (15 min)	Liisa		Auditorium
	Practical info (10 min)	Kaija		
9:30>	Introducing the IP and IP programme	Evelyne, Greg		Auditorium/ Library
	Ice breakers	Simon	Rolex & Greg	Voimala Työpaja 2
<b>12:15-13:15</b>	<b>Lunch</b>			
13:15-14:15	Multicultural teamwork	Greg & Sandrine	Rolex	Voimala
(2 parallel workshops – 3 teams in each)	Team building activity	Stéphane & Evelyne		Työpaja 2
<b>14:15-14:30</b>	<b>Break</b>			
14:30-15:30	Multicultural teamwork	Greg & Sandrine	Rolex	Voimala
(2 parallel workshops – 3 teams in each)	Team building activity	Stéphane & Evelyne		Työpaja 2
<b>15:30 – 16:00</b>	<b>Walk / Break / Taste of cultures set up</b>			
16:00 -18:00	Taste of cultures	Kaija & Rolex	Simon	Science Park, Network Oasis
18:00>	Social evening with Joensuu entrepreneurship society			Timo Ruohio Joensuu Entrepreneur Society

## Tuesday 7.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Voimalan tupa	Teachers' brief			
9:00-10:00	Daily brief Country presentation Finland Testimonial: Ms Suvi Toivola, Puhdas Ilo	Rolex	Kaija	Auditorium
10:00-11:00	Organising meetings	Greg & Sandrine		Työpaja 2
	Creative decision making	Stéphane & Evelyne		Voimala
11:15-12:15	Organising meetings	Greg & Sandrine		Työpaja 2
	Creative decision making	Stéphane & Evelyne		Voimala
<b>12:15-13:15</b>	<b>Lunch</b>			
13:15-14:45 2 sessions to choose from (each team split in 2)	Business Model Canvas Entrepreneurial thinking	Joan Scott Rolex	Michal	Auditorium Voimala
15:00- 16:00	Info about Start me up Business Idea competition	Timo Ruohio		Auditorium
16:00-16:30	<b>Team coaching</b>			
16:30-17:30	Independent teamwork			

## Wednesday 8.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Voimalan tupa	Teachers' brief			
9:00-10:00	Daily brief Country presentation: Poland Testimonial: Arttu Taponen, Valamo Monastery Distillery	Ewa	Kaija	Auditorium
10:15- 10:45	<b>Milestone 1: Problem statement &amp; Value proposition – Feedbacks from coaches</b>			
11:15-12:15	<b>Digital marketing and social media</b>	Michal, Simon		Auditorium
<b>12:15-13:15</b>	<b>Lunch</b>			
13:15-16:00	Pitch coaching - how to sell your business idea	Timo Ruohio		Auditorium

16:00-16:30	Team coaching			
16:30-17:30	Independent teamwork			

### Thursday 9.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Voimalan tupa	Teachers' brief			
9:00-10:00	Daily brief Country presentation: Czech Republic Entrepreneur's testimonial: Joono Kotilainen	Lubomir	Michal	Auditorium
10:00-11:00	Essential of business planning	Ron		Auditorium
11:30-12:00	Born global in technology start ups	Ewa		Voimala
12:00-12:30	PESTEL analysis, trends	Michal		Työpaja 2
<b>12:30-13:15</b>	<b>Lunch</b>			
13:15-14:00 parallel sessions (3-4 from each team)	Segmentation, customer groups, personas & narratives  Debating in Business Workshop	Michal  Joensuu Debate Society	Stéphane  Kaija Simon	Auditorium  Voimala/ Työpaja 2
14:15-15:00 parallel sessions (3-4 from each team)	Segmentation, customer groups, personas & narratives  Debating in Business Workshop	Michal  Joensuu Debate Society	Stéphane  Kaija Simon	Auditorium  Voimala/ Työpaja 2
15:00-15:15	Break			
15:15-16:45	Idea refinement fundamentals Teamwork – work on milestone 2: storyboard & paper prototypes	Rolex	Teemu Harinen Arttu Taponen	Auditorium Voimala Voimalan tupa

**Friday 10.3**

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00	Teachers' brief			
9:00-9:15	Daily brief	Rolex		Science Park Temple of Challenge
<b>9:15- 10:00</b>	<b>Coach feedback – Project milestone 2</b>	<b>coaches</b>		
10:00 – 11:00	Preparing the mini fair	Teemu H coaches	Ilpo ja Kari	Science Park Temple of Challenge
<b>11:00-12:00</b>	<b>Lunch Science Park Restaurant Puisto</b>			
12:15- 14:30	Mini fair, testing ideas, getting feedback	Teemu H		Iso Myy Mall
14:30-15:00	<b>Break</b>			
15:00-17:00	Team assessment – reflective activities around teamwork	Sandrine?		

**Saturday 11.3.** Trip to Koli Cultural programme, lunch will be provided

Time	Session	Session leader(s)	Contributors
9:00- 10.00	departure - arrival at Koli national park	Nick	
10.00-12:00	Cultural programme		
<b>12:15-13:15</b>	<b>Lunch</b>		
13:15-15:15	Cultural programme		
ca 15:30	departure to Joensuu		

### Sunday 12.3

Independent timetables	Teamwork=> brief for next milestone required	Students	
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### Monday 13.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Dynamo Lounge	Teachers' brief			
9:00- 10:00	Daily brief Country presentation - Belgium Entrepreneur's testimonial: Mr Jiri Jormakka, Havusport	Ann		LITE Auditorium 100
10:00-12:15	project iteration, presenting the the ideas and results of user tests	Dana and Markus	Lynda	LITE Dynamo Lounge
<b>12:15-13:15</b>	<b>Lunch - working lunch</b>			
13:15-14:00	Company visits	Rolex		
14:30-16:00	Company visits	Rolex		
16:00 – 18:30	independent teamwork			

### Tuesday 14.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Dynamo Lounge	Teachers' brief			
9:00- 10:00	Daily brief Country presentation - Germany Testimonial: Ms Christa Kettunen, Kotimaailma Apartments	Dana		LITE Auditorium 131
<b>10:00- 10:30</b>	<b>Coach feedbacks – Project milestone</b>	<b>coaches</b>		<b>dynamo lounge,</b>

	<b>3</b>			
10:30-12:00 two groups	Marketing communication	Michal Warwick	Dana Ann	LITE 230 Dynamo Lounge/LITE 231
<b>12:15-13:15</b>	<b>Lunch</b>			
13:15-16:00	Introducing: Epic Challenge, Pugh-method, morphological analysis, team engagement	Heikki Immonen		Small auditorium/ Dynamo Lounge
<b>16:00-16:30</b>	<b>Team coaching</b>			
16:30-18:30 16:30>	Teamwork <a href="#">Ice swimming and sauna</a> ( signing up )	Kaija	all volunteers	

### Wednesday 15.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Dynamo Lounge	Teachers' brief			
9:00- 10:00	Daily brief Country presentation - France Entrepreneur's testimonial: Mr Petteri Torssonen, Collapick	Warwick		Dynamo Lounge
10:30-12:15 1 from each team others have a meeting	"Grief or Relief?" Serial entrepreneurship and Failure management Writing a compelling funding application/crowdsourcing?	Veronika Stephane		Dynamo Lounge LITE 220 LITE 222
<b>12:15-13:15</b>	<b>Lunch</b>			
13:15-14:15 two groups	Digital Marketing Monetising blogs	Veronika	Michal	Dynamo Lounge LITE 220 LITE 222
14:30-14:45	KYKY- Competence-based Entrepreneurship project at Karelia UAS	Arttu Taponen		Big Auditorium 100
15:00- 16:00 (online lecture)	Emotional intelligence & entrepreneurship	Mikko Alasaarela, Inbot, Berlin		Big Auditorium 100
<b>16:00-16:30</b>	<b>team coaching</b>			

### Thursday 16.3.

Time	Session	Session leader(s)	Contributors	Venue
8:30-9:00 Dynamo Lounge	Teachers' brief			
9:00 - 9.30	Daily brief country presentation UK	Veronika		Auditorium 131
9.30-11:30	Final preparations			Dynamo Lounge LITE 220 LITE 222
<b>12:15-13:15</b>	<b>Lunch Science Park Amica Louhi</b>			
<b>13:15 – 16:00</b>	Final event => to be defined precisely ⇒ pitch competition? ⇒ Crowdfunding platform application draft – to be finalized within 2 weeks after the IP? <b>Who is coaching?</b>	Rolex, closing words		Science Park Network Oasis
		Rolex Sini-Tuuli Timo Ruohio		
<b>16:00-16:30</b>	<b>Break</b>			
16:30-18:30	<b>Students' course evaluation / closure – Social event?</b>	Sini-Tuuli		

### Friday 17.3. Departures