

Vaasa 7.8.2024

Preparing for the Summer School Courses on International Entrepreneurship

1. Workshop

You will be participating in workshops on international business planning and playing a simulation game during the summer school courses on International Entrepreneurship (19-23 August, 2024). In order to maximize your learning outcomes, please be prepared for these learning activities by:

- Searching for a physical product from your home country that has great potential to be sold internationally. You should be prepared to explain and justify your choice in the first workshop on international business planning.

(N.B. While you may use AI tools for brainstorming, do not rely on them entirely for your ideation process. Overdependence on AI tools can result in your proposal lacking uniqueness and creativity. Ensure that your business plan reflects original thinking and distinctive product ideas.)

- Bringing your laptop to the simulation workshops-a simulation app needs to be installed in your laptop for the simulation game. However it is ok if you do not have one as you will play the game in a group.

2. Group project and individual assignment

You will be requested to participate in group work on setting up an international business plan. At the end of the group work, your team should produce a startup pitch deck for investors based on your international business plan, which is part of group assessment. You will also be requested to write an essay reflecting your learning experiences in the courses for individual assessment. To achieve the best results possible, please follow the instructions below:

- Self-studying how to build a startup pitch deck for investors. There are plenty of online materials on this topic- get yourself familiar with these essential elements of a startup pitch deck and how investors evaluate a startup pitch;
- Being prepared to write a learning diary, which can serve as the basis of your individual assignment.

N.B. You will get access to your learning materials and further instructions on your course assessment after your on-campus registration of the summer school courses on 19 August 2024.