



Here are the entrepreneurial courses offered by AVP on spring 2014, starting in January. Join a single course or start studying our whole minor program! More information for Aalto Ventures Program minor can be found from [avp.aalto.fi](http://avp.aalto.fi)

We are very excited about our new course on game business, lectured by game industry specialists from top gaming companies! Also the super-popular Entrepreneurial Leadership will be organized in period III.

Remember that AVP Minor students have the priority in attending when the courses get full. To register as an AVP minor student and learn more about courses please visit [avp.aalto.fi/courses](http://avp.aalto.fi/courses) or contact Niina Gromov, [niina.gromov@aalto.fi](mailto:niina.gromov@aalto.fi)

## TU-53.1291 Entrepreneurial Leadership

**Credits: 5** **Teaching period: III**

The entrepreneurial mindset includes taking initiative, searching continuously for new opportunities and pursuing them, taking risk and responsibility, learning from failures and using them to ultimate success and strategic achievement. This course will address these issues and will provide you with a number of critical concepts and competencies that will be useful to you in both the short and long term. Throughout the course there will be a dual emphasis on thinking systematically and strategically about aspects of a rapidly growing organization, and on the actual implementation challenges associated with human resource management and leadership.

## TU-91.9910 Game Monetization Design

**Credits: 3** **Teaching period: III**

This course aims to showcase how game design and monetization issues are related and what are the key tools, platforms and procedures in today's free to play games business.

This set of sessions will guide you to the world of free to play game design and monetization. Lessons will start from beginners intro of free to play and then will go through design, retention issues ending up in product management and marketing. In addition to the above, also the user acquisition best practices will be covered. All the topics will be covered by international game industry veterans.

More info: <http://avp.aalto.fi/courses/games>

## 25E44000 Venture Formation

**Credits: 6**  
**Teaching period: III - IV**

The objective of the course is to learn how to identify the basic decisions that an entrepreneur faces. These include management and technology selection, product and process design, R&D investment, market analysis, marketing mix, positioning, product launch timing, financing, team development, and general management of operations.

More info: <https://noppa.aalto.fi/noppa/kurssi/25e44000/esite>



## TU-91.2000 Changemakers

**Credits: 1 Teaching period: III - V**

To make your mark in the world, you need to take the time to personally reflect on:

>> What your skills and interests are

>> How these skills can be applied in domain(s) of interest to you

>> Your own propensity to take risks

>> What your personal development needs are

Changemakers is an opportunity to get in more touch with your own interests and passions and providing initial directional guidance as to how best to leverage your talents going forward.

More info: <https://noppa.aalto.fi/noppa/kurssi/tu-91.2000/etusivu>

## TU-91.2044 Entrepreneurial Marketing

**Credits: 5 Teaching period: IV**

The course will cover the core areas of entrepreneurial marketing such as analyzing the market environment and

identifying opportunities, assessing promotional possibilities, building partnerships and networks as well as conducting entrepreneurial market research. These issues are discussed especially from the perspective of young growth-oriented firms.

After the course students understand the distinctive elements of entrepreneurial marketing and can apply them in their own business initiatives.

More info: <https://noppa.aalto.fi/noppa/kurssi/tu-91.2044/etusivu>

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## T-76.5750 Seminar on ICT-law ,“Exploitation of IPR”

**Credits: 3**

**Teaching period: IV**

On the course you get to know forms of IPR (patents, trademarks, open source, copyrights, etc.) and when to use them. How IPRs are used for business strategy e.g. for financing rounds. Topics include the role of contracts and in IPR generation & exploitation & licensing, sources of IPR, exploitation of IPR, success stories from industry.

More info: <https://noppa.aalto.fi/noppa/kurssi/t-76.5750/etusivu>

## CSE-E5753 Technology Entrepreneurship Seminar

**Credits: 4 Teaching period: IV**

The course is targeted students who are interested in technology entrepreneurship. It includes lectures by experienced entrepreneurs and domain experts, case studies and business related projects dealing with high technology based ventures. The course is arranged as a seminar series where each session is about one central topic including one to two case lectures and discussion part. In the seminar study students will familiarize themselves with and analyze a software-intensive venture and present their findings to other students in the final seminar session. Alternatively, students can plan and test a business concept for an existing or a new company, and report the related results.

More info: <https://noppa.aalto.fi/noppa/kurssi/CSE-E5753/esite>



## TU-22.1530 Collaborative Innovation Management (COINNO)

**Credits: 4**

**Teaching period: IV**

COINNO is a new type of course for corporate and university students to study innovation management together in mixed teams to foster collaborative learning. Students learn the basic concepts and terms surrounding innovation management starting from the relations between invention, innovation and innovativeness. Different phases of the innovation process from front end to project portfolio management are examined. Participants also learn about idea management, foresight, creating scenarios and prototypes, conceptualizing and other tools and methods that are key to successful and efficient creative work.

More info: <https://noppa.aalto.fi/noppa/kurssi/TU-22.1530/>

## T-106.5750 Aalto Service Camp

**Credits: 6**

**Teaching period: V**

The course will give the opportunity to learn through hands on collaborative activities on concept design, business modeling, design techniques and tools, rapid development methods and technologies, evaluation and communication strategies. Students will also create a network of trans-disciplinary contacts building a platform for future initiatives.

More info: <https://noppa.aalto.fi/noppa/kurssi/t-106.5750/etusivu>

## CSE-E5754 Growth and Internationalization of Technology SMEs

**Credits: 4**

**Teaching period: V**

On this course students will familiarize themselves with how to do a market analysis for an internationalizing technology

(service) venture, how to analyze and fine tune the venture's offering according to the market environment and how to do go-to-market planning.

More info: <https://noppa.aalto.fi/noppa/kurssi/cse-e5754/etusivu>

## TU-91.2009 Entrepreneurial Finance

**Credits: 5 Teaching  
period: V**

The objective of the course is to gain an understanding of where and how to raise entrepreneurial finance. Topics include: bootstrapping, debt finance, business angel equity, venture capital, deal structuring, valuation, negotiation, shareholders agreements, investor & board relationships and exits.

More info: <https://noppa.aalto.fi/noppa/kurssi/tu-91.2009/etusivu>