

ENTREPRENEURSHIP GAMEBOOK FOR HIGHER EDUCATION INSTITUTION

Steps for the promotion of
entrepreneurship



WHAT?

You have just opened a gamebook of entrepreneurship targeted at universities and universities of applied sciences. It contains recommendations for developing patterns of play which will make the higher education institution a championship team in entrepreneurship.

WHY?

Entrepreneurship means attitude, capabilities and action. The need for these characteristics continues to grow, as the society changes faster and more unexpectedly than ever. As a team of expertise and creativity, the higher education institution with its partners can offer a better growth environment for entrepreneurship.

FOR WHOM?

The gamebook is intended for use by each team member. At an entrepreneurial university, each person is a team player and has a role to play.

The gamebook spurs on people at the higher education institution to become promoters of entrepreneurship: higher education institution managers, i.e., management in charge of the team's strategy and team as a whole, coaches, i.e., middle management responsible for teaching, research, development and innovations, as well as players, i.e., students, teachers, researchers and other experts.

HOW?

The gamebook is divided into three rounds. In the first round, the aim is to strengthen the entrepreneurial attitude and capacities of the higher education institution community. The second round focuses on generating university-based entrepreneurship, and the third round concentrates on the renewal of more established entrepreneurship.

The rounds consist of patterns of play. Each pattern describes its purpose, the division of labour and the tactics. The higher education institutions with their partners are encouraged to tailor the recommendations into a constantly evolving gamebook suitable for their own use.

FROM WHOM?

The gamebook has been drafted during autumn 2018 in collaboration between the Rectors' Conference of Finnish Universities of Applied Sciences Arene, Universities Finland UNIFI and The Federation of Finnish Enterprises. Representatives from the National Union of University Students in Finland SYL, and the University of Applied Sciences Students in Finland SAMOK have also participated in the project. The Ministry of Education and Culture has supported the production of this gamebook.

LET'S PLAY TOGETHER
FOR ENTREPRENEURSHIP!



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1. ROUND

ENTREPRENEURIAL ATTITUDE AND CAPACITIES

HOW CAN A HIGHER EDUCATION INSTITUTION CONTRIBUTE TO THE CREATION OF
ENTREPRENEURIAL ATTITUDES AND CAPACITIES OF STUDENTS, TEACHERS,
RESEARCHERS AND OTHER STAFF?

PATTERN OF PLAY 1A: STRENGTHENING OWNERSHIP OF LEARNING

AT THE HIGHER EDUCATION INSTITUTION, EACH PERSON IS THE ENTREPRENEURIAL
OWNER OF THEIR LEARNING.

THIS IS HOW WE PLAY

PATTERN OF PLAY 1B: ESTABLISHING CONDITIONS FOR ENTREPRENEURIAL LEARNING

THE HIGHER EDUCATION INSTITUTION HAS ACCESS TO EXCELLENT CONDITIONS FOR
ENTREPRENEURIAL LEARNING.

THIS IS HOW WE PLAY

PATTERN OF PLAY 1C: BUILDING ENTREPRENEURIAL TEAMS

THE HIGHER EDUCATION INSTITUTION IS A COMMUNITY CONSISTING OF SMALL TEAMS
THAT DEVELOP AND LEARN.

THIS IS HOW WE PLAY

PATTERN OF PLAY 1D: EMBEDDING A GAME CULTURE OF EXPERIMENTATION

THE HIGHER EDUCATION INSTITUTION WILL EXPERIMENT BOLDLY WITH NEW STYLES OF
PLAYING THAT GENERATE LEARNING RESULTS.

THIS IS HOW WE PLAY



2. ROUND

NEW ENTREPRENEURSHIP

HOW CAN THE HIGHER EDUCATION INSTITUTION CONTRIBUTE TO
THE CREATION OF NEW BUSINESS?



PATTERN OF PLAY 2A: PRACTISING ENTREPRENEURSHIP AND INCUBATION OF NEW BUSINESS IDEAS

EACH MEMBER OF THE HIGHER EDUCATION INSTITUTION CAN PRACTISE
ENTREPRENEURSHIP AND INCUBATE THEIR BUSINESS IDEAS.

THIS IS HOW WE PLAY

PATTERN OF PLAY 2B: THE PROMOTION OF FUNDING FOR
PROMISING EARLY-STAGE COMPANIES

THE MOST PROMISING EARLY-STAGE COMPANIES OF THE HIGHER EDUCATION
INSTITUTION WILL RECEIVE SUPPORT FOR SECURING FUNDING FOR
THE DEVELOPMENT OF THEIR ACTIVITIES.

THIS IS HOW WE PLAY

PATTERN OF PLAY 2C: ENTERING THE WIDER ENTREPRENEURIAL ECOSYSTEM

ENTREPRENEURIAL SERVICES OF THE HIGHER EDUCATION INSTITUTION AND ITS PARTNERS FORM A SEAMLESS GROWTH PATH FROM EXPERIMENTATION TO THE DEVELOPMENT AND ESTABLISHING OF BUSINESS.

THIS IS HOW WE PLAY



3. ROUND

EVOLVING ENTREPRENEURSHIP

HOW CAN A HIGHER EDUCATION INSTITUTION CONTRIBUTE TO THE RENEWAL OF
ESTABLISHED ENTREPRENEURSHIP AND BUSINESS?



PATTERN OF PLAY 3A: FORMULATING SERVICES FOR THE RENEWAL OF ENTREPRENEURSHIP

THE HIGHER EDUCATION INSTITUTION FORMULATES ITS
SERVICES FOR THE RENEWAL OF ENTREPRENEURSHIP AND BUSINESS
IN CLOSE COOPERATION WITH COMPANIES OF ALL SIZES.

THIS IS HOW WE PLAY

PATTERN OF PLAY 3B: SERVICES FOR FACILITATING ENTREPRENEURS' CONTINUOUS LEARNING

THE HIGHER EDUCATION INSTITUTION SUPPORTS THE CONTINUOUS DEVELOPMENT OF
ENTREPRENEURS' COMPETENCE WITH DIVERSE LEARNING SERVICES.

THIS IS HOW WE PLAY

PATTERN OF PLAY 3C: SUPPORT FOR THE COMPANY'S CONTINUOUS DEVELOPMENT

THE HIGHER EDUCATION INSTITUTION OFFERS DIVERSE RESEARCH, DEVELOPMENT AND INNOVATION SERVICES FOR THE REGENERATION OF COMPANIES OF ALL SIZES.

THIS IS HOW WE PLAY