



The courses at Entrepreneurship School Turning Point follow a rally theme. All the young people entering the school spend some time in the service park to see if they are interested in becoming entrepreneurs. Those who are really keen on owning their own business go all the way to the chequered flag. Jyväskylä College teaches entrepreneurship in a way that young people can relate to in their everyday lives.

Words by Pia Tervoja **Photos by** Petteri Kivimäki

Hairdresser Diana Pimanova says that Seppä Enterprise Centre was the right place to start her own business. "I'm not very fast at learning and doing things. Here at Seppä I'm able to concentrate on developing my skills and serving my customers, and the cooperative looks after the finances and bookkeeping." Diana's customer is student Vilma Hassinen.

ENTREPRENEURSHIP STUDIES FROM SERVICE PARK TO CHEQUERED FLAG

AT THE SEPPÄ Enterprise Centre there's a smell of hair spray and nail polish in the air. The hairdressers and beauticians are getting ready for their next customers and checking their bookings.

The salon looks like a genuine hair and beauty care business, but in reality it's a place where Jyväskylä College students learn about entrepreneurship. The young professionals are real entrepreneurs, however. They are members of a cooperative which operates within Jyväskylä College.

Since summer 2013 young people graduating from Jyväskylä College have been able to work as team entrepreneurs at the Seppä Enterprise Centre. After two years they leave the centre and become independent.

"There's a good fit between the cooperative model and the world of education. It provides a community way of learning entrepreneurship. In particular, people who own hair and beauty care businesses work on their own. Here they get the chance to learn team entrepreneurship and build networks," says Satu Mursula, Entrepreneurship Development Manager.

Building initiative and confidence

Jyväskylä College regards entrepreneurship as so important that it has built its own systematic entrepreneurship education track, which is known as Entrepreneurship School Turning Point. The various parts of the track take their names from the world of rallying.

"The aim of the first phase, the service park, is to stimulate students' self-motivation and inner entrepreneur. All students take this five study-week entrepreneurship course," says Satu Mursula.

During their second year the students progress to the warm-up stages, and they can set up a practice company for the year. In their third year the students reach the special stages, when they can join the cooperative as team entrepreneurs.

The chequered flag is the stage after the students complete their studies, when they can continue working within the cooperative either at Seppä or other premises of the College's Enterprise Centre.

"Not all the young people who start here can or even need to become entrepreneurs, but workplaces always need employees with an entrepreneurial mindset," Mursula explains. ■

► (L to R) Saara Jussila, Janette Jutila and Ronja Ratilainen recently graduated as beauticians and are now entrepreneurs at Seppä Enterprise Centre. "Entrepreneurship teaches self-motivation. I've gained the courage to present my own ideas and opinions, and to put what I've learnt into practice," says Ronja Ratilainen.



JAMK UNIVERSITY OF APPLIED SCIENCES: GIVING STUDENTS A TASTE OF ENTREPRENEURSHIP

At JAMK University of Applied Sciences all new students take entrepreneurship courses. Entrepreneurship and innovation studies are worth five credits and give the students a taste of entrepreneurship.

"All our students have the chance to see what kind of opportunities the world of entrepreneurship can offer them. At the same time all our members of staff come into contact with entrepreneurship and can think about incorporating new elements into their own work," says Lecturer Juha Hautanen.

The students complete the entrepreneurship and business sections in their own units. Innovation studies are taken in multi-disciplinary student groups.

"We follow the Design Thinking method, where everything starts from the real customer and his or her needs. The students leave the classrooms, go to the customer's and create new ideas and concepts to solve the customer's problem. The customer gets to keep the ideas, but the students can also further develop them and consider whether the idea could lead to a product or even be the basis for a company," Hautanen states. ■

UNIVERSITY OF JYVÄSKYLÄ: FULL PALETTE OF ENTREPRENEURSHIP STUDIES

The University of Jyväskylä has collected together entrepreneurship studies that are optional for all students and created a palette of career and employability studies. Students can select courses from the palette to gain credits up to almost the same total as a minor subject.

"The majority of academic students do not actively think about entrepreneurship, but we want to encourage them to see entrepreneurship as a career alternative," says Niina Pitkänen, Coordinator, Career Services.

Entrepreneurship is a major subject at the University of Jyväskylä. Basic Business Studies are open to all students as a minor. These courses provide tools needed by students who wish to become entrepreneurs. In spring 2014 the University will launch its Intrapreneurship course. This takes a broad view of entrepreneurship as entrepreneurial activities and attitudes that can be applied by both entrepreneurs and employees. ■