



ENTREPRENEURSHIP EDUCATION AT TALTECH

Department of Business Administration
Marianne Kallaste

2023

GOALS FOR ENTREPRENEURSHIP EDUCATION

Contemporary goals focus on equipping learners with the skills and knowledge needed to succeed in a rapidly changing environment while promoting social and environmental responsibility

- skills to identify business opportunities, create innovative products and services, develop effective marketing and sales strategies – to understand the business environment and process
- In addition, entrepreneurship education emphasizes the development of skills such as critical thinking, problem solving, and creativity. One of the main goals of current entrepreneurship education is to help people to become more entrepreneurial
- Entrepreneurship education also emphasizes the importance of cooperation and teamwork, as many successful businesses are created through partnerships and joint ventures

Pittaway, L., & Cope, J. (2019). Entrepreneurship education: A systematic review of current practices and research strands. *International Small Business Journal*, 37(1), 3-26.

Rae, D., & Carswell, M. (2020). Entrepreneurship education: A review of its objectives, teaching methods, and impact indicators. *Journal of Small Business Management*, 58(4), 837-855.

BUSINESS MODEL INNOVATION

MMO5630

INTERNATIONAL BUSINESS

MMJ3030 MMJ5290 MMJ3040 MMJ5320

SOCIAL ENTREPRENEURSHIP

MMJ5240

TECHNOLOGY ENTREPRENEURSHIP

MMJ5280 MMJ5310

COMMERCIALISATION OF SCIENCE

MMJ5270

VENTURE CREATION

MMJ3060

- FINANCING
- LEGISLATION
- CREATING A TEAM

START-UP ENTREPRENEURSHIP

TMJ0180
TMJ0190

- BUSINESS MODEL
- FINANCIAL RESOURCES

ENTREPRENEURSHIP AND BUSINESS PLANNING

TMJ3300

- PLANNING THE BUSINESS
- PROCESS + THEORIES
- ENT COMPETENCE

INTRODUCTION TO ENTREPRENEURSHIP

TMJ0130
TMJ0140
MMJ3010

- BELIEFS AND ATTITUDE (BEING ENTREPRENEURIAL)
- PROCESS
- COMPETENCIES

CREATIVITY AND INNOVATION

MMJ3050

- VALUE PROPOSITION, CSR
- DEVELOPING CREATIVITY
- ENTREPRENEURIAL MINDSET

TEAM

Lecturers

- Sirje Ustav *4,8
- Juhan Teder *4,5
- Martin Toding *4,7
- Marianne Kallaste *4,5
- Airi Noppel
- Kristo Krumm *5,0
- Ekaterina Demiankova *4,7
- Basel Hammoda *4,5

Visiting lecturers

- Sirle Truuts *4,6
- Meeli Vaikjärv *4,4
- Katrin Kalmurand *4,5
- Kristjan Kolbre *4,1
- Kadri Tammai *4,7
- Raili Juurikas
- Rafael Jimenez *4,9
- Juko-Mart Kõlar
- Ergo Metsla

Entrepreneurs, visiting lecturers

- Ivo Remmelg
- Jürgo Preden
- Aleksander Gansen
- Tomi Saaron
- Hans Alter
- Ulvi Kala
- Tauri Tuubel etc

** 2022 Fall student feedback mean values*

ECOSYSTEM



Tehnopol



STARTUP
ESTONIA



**LAUNCH
EVENT**
on September 14th
14.00-18.00
@TalTech
Student House

STARTERtallinn
BUSINESS IDEA DEVELOPMENT PROGRAM

SIGN UP www.starteridea.ee → STARTERtallinn

Contact: tallinn@starteridea.ee

More info: www.starteridea.ee/STARTERtallinn



MICRO DEGREE IN ENTREPRENEURSHIP

- A micro-degree in entrepreneurship provides the ability to build a company, regardless the field of activity
- It gives the confidence to manage projects or departments and supports expanding the learner's career options
- Target groups: employees - specialists, graduates of non-economic field
- In the fall of 2022, 10 specialists; in the spring of 2023, 5 and in the fall of 2023, 8.

MICRO DEGREE – 27 EAP - ONE YEAR

ENTREPRENEURSHIP AND BUSINESS PLANNING

TMJ3300 6 EAP

(Fall semester)

- PROJECT PLANNING
- BUSINESS PROCESS
- ENTREPRENEURSHIP COMPETENCE

Juhan Teder

ACCOUNTING AND FINANCIAL PLANNING

MMA5170 6 EAP

(Fall semester)

- BASICS OF ACCOUNTING
- FINANCIAL PLANNING
- FINANCIAL MANAGEMENT

Paavo Siimann

TAXATION

TAF0055 3 EAP

(Spring)

- TAX SYSTEM AND –LAW
- ACCOUNTING AND PLANNING OF TAXES

Kaidi Kallaste

MARKETING MANAGEMENT

TMM2420 6 EAP

(Spring/ Fall)

- PRINCIPLES AND METHODS OF MARKETING
- PLANNING THE MARKETING ACTIVITIES

Rene Arvola

VENTURE CREATION

MMJ3060 6 EAP

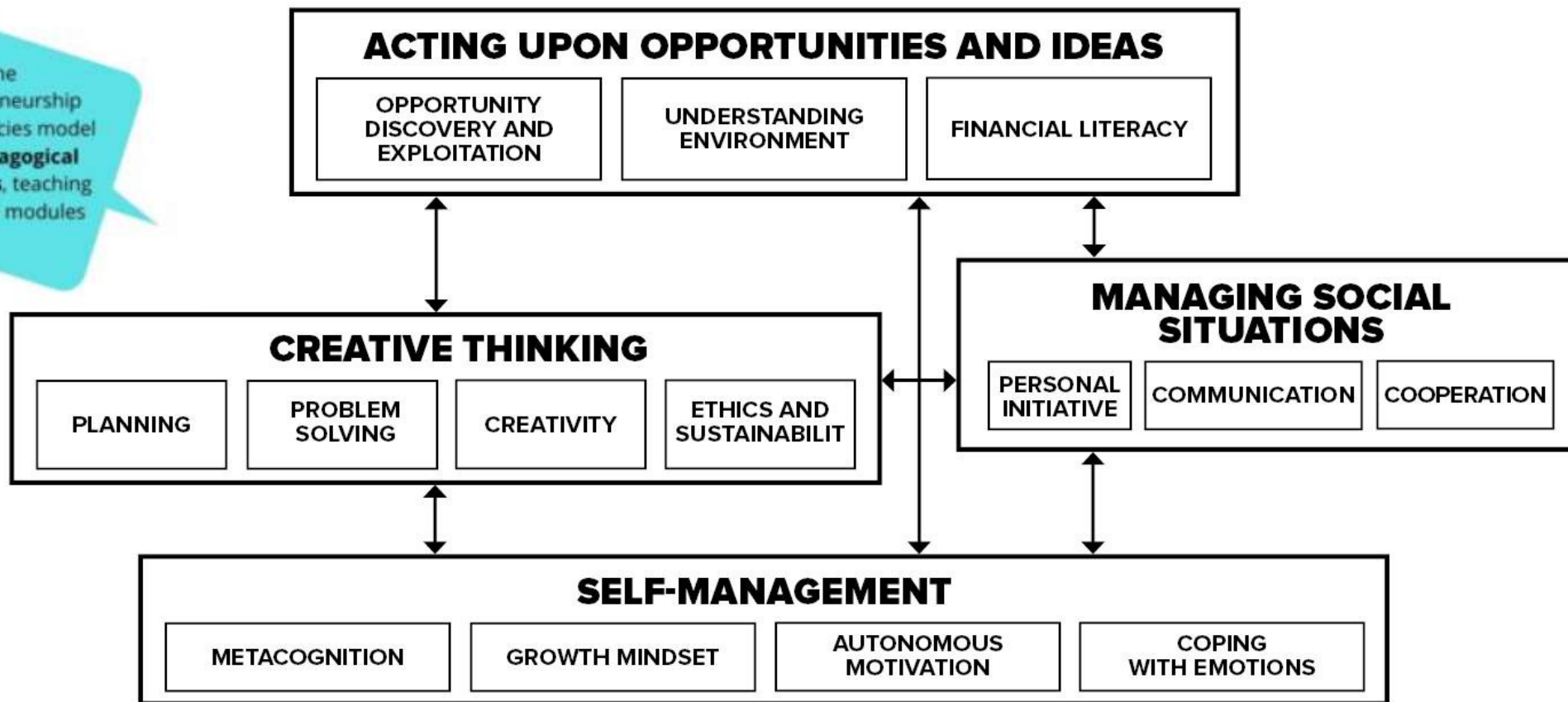
(Spring)

- COMPANY ESTABLISHMENT
- BUSINESS LAW
- RECRUITMENT AND PLANNING THE TEAM

Martin Toding

ENTREPRENEURSHIP COMPETENCE

The entrepreneurship competencies model and pedagogical materials, teaching tools and modules



Growth Mindset
Autonomous motivation
Coping with emotions
Metacognition
Problem Solving
Planning
Creativity
Ethics & sustainability
Personal initiative
Communication
Cooperation

**DEVELOPMENT OF SUB-COMPETENCIES IN THE AREAS: SELF-MANAGEMENT;
CREATIVE THINKING AND FINDING SOLUTIONS; MANAGING SOCIAL SITUATIONS**

**Who I am?
Self-assesement**

**Opportunity
Identification**

**Opportunity
evaluation**

**Opportunity
exploitation**

ACTING UPON OPPORTUNITIES AND IDEAS

Opportunities and ideas

Understanding environment

Financial literacy



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Erasmus+ Programme
of the European Union

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15 partners – universities and companies

EE, FIN, PL, IT, PT

<https://becomeentrepreneurial.org/>



Reports and Publications

Guidelines and assessment
of Entrepreneurship
teaching and learning
environments



Programs and Materials

Programs syllabus,
supporting materials,
podcasts

ESU & GEM



ESU EUROPEAN UNIVERSITY NETWORK ON ENTREPRENEURSHIP

TAL TECH

INVITATION

TO THE CONFERENCE ON ENTREPRENEURSHIP AND PHD SUMMER SCHOOL (6 ECTS)

27.08 Welcoming event in Tartu
28-29.08 Parallel sessions in Tartu
Bus to Tallinn
30.08 Conference day in Tallinn
31.08 Parallel sessions in Taltech
XX Conference Gala

01.09 Learning from experts:
Entrepreneurship Education Day
02.09 Cultural sightseeing

ESU XX CONFERENCE 2023 ESTONIA TARTU-TALLINN 27.08 - 31.08

Conference paper *abstracts*: 01.04.23
PhD working paper *abstracts*: 01.05.23

INFORMATION & REGISTERING

Email: esu@taltech.ee www.esu-network.eu/esu-conferences/
www.ut.ee www.taltech.ee



GEM Global Entrepreneurship Monitor

THE WORLD'S FOREMOST STUDY OF ENTREPRENEURSHIP SINCE 1999

**TAL
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ENTREPRENEURIAL MANAGEMENT MBA

WHY ENTREPRENEURIAL MANAGEMENT (MBA)?

- MBA programme allows participants to develop their **entrepreneurial management competencies** to become successful top managers in international companies
- The programme is specially designed for participants from the **Baltic states and Nordic countries**
- The programme provides a good blend of **theoretical knowledge** combined with **practical** results-oriented training
- Participants' professional development is supported by **a coach**, who will work with the participant one on one throughout his/her MBA studies

WHY ENTREPRENEURIAL MANAGEMENT (MBA)?

- A company based problem solving project is an integral part of the curriculum. It is compiled during the studies and will be extended into a master's thesis
- The programme can be completed within 1.5 years
- The programme offers flexibility: it is taught in 3-day face to face sessions and online sessions that are held once a month, which allows participants to live and work outside Estonia
- It provides numerous opportunities for start-up businesses, various business model competitions and international summer schools

AIM OF THE CURRICULUM:

To support students' comprehensive development by providing applied and systematic knowledge and skills in business and management and to shape attitudes which enable careers of a board member, a middle manager or a top specialist, or an entrepreneur in Estonia or worldwide

MEMBERS OF ADVISORY BOARD

1. Meelis Lang – Helmes Group
2. Gunnar Toomemets – Lexus Estonia
3. Allan Parik - SEB
4. Piret Mürk-Dubout – Tallink
5. Holger Haljand - Telia
6. Vaido Padumä - Rimi
7. Asse Hang – Tele2
8. Heidi Alasepp - Ministry of Social Affairs
9. Ulla Ilisson – entrepreneur, formerly in Swedbank
10. Maris Zernand-Vilson – TalTech, senior lecturer
11. Jekaterina Mazina-Šinkar – TalTech, MBA student
12. Kätlin Halop – TalTech, MBA student
13. Anu Ozolit – TalTech, MBA student
14. Allen Putnik – TalTech, MBA student

Helmes



SEB



TELE2



REPUBLIC OF ESTONIA
MINISTRY OF SOCIAL AFFAIRS

TAL
TECH

TARGET GROUP

- 1) Work experience as manager, entrepreneur, specialist for at least 3 years
- 2) Bachelor's degree. Targeted mainly for students with background in engineering, IT, nature science or economics
- 3) Can speak English at level B2
- 4) Targeted (mainly) for Finnish, Estonian, Latvian, Lithuanian and Swedish students

BACKGROUND OF CURRENT STUDENTS

Age mostly 30+

Previous education BA, MA, PhD

Areas: economics, engineers, IT, medicine

Mostly managers and entrepreneurs more than 3 years

STRUCTURE OF THE CURRICULUM

120 ECTS is divided into 3 semesters as follows:

30 ECTS – internship and mentorship,

24 ECTS - Master's thesis,

6 ECTS - Master Thesis Seminar,

60 ECTS - volume of study (3 semesters x 20 ECTS = 60 ECTS).

1 ECTS = 26 hours of which 3 hours of classroom work and 23 hours of independent work.

2-3 day study session in **one month**.

The duration of the curriculum is **1,5 years**.

STRUCTURE OF THE MBA CURRICULUM

SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
International Business Environment Entrepreneurial Leadership Innovation Management Accounting and Financial Management	Business Intelligence and Digital Organisation International Human Resource Management Elective courses: <ul style="list-style-type: none"> ▪ Product and Service Design ▪ Estonian Language and Culture ▪ Regional Languages and Culture 	Strategic Management Marketing in the Digital Age Technology Entrepreneurship Master Thesis Seminar	
Personal development module, including mentoring			
Study tours			
A company based problem solving project – will be extended into a master's thesis			
		Master's Thesis Defense – Option 1	Master's Thesis Defense – Option 2

LEARNING OUTCOMES

Upon successful completion of the curriculum, the graduate:

1. has a systematic understanding and broad knowledge of business management concepts and theories;
2. evaluates business opportunities and the impact of technology development on doing business in an international business environment;
3. develops a sustainable business idea and business model based on new technologies and plans the core processes of a company;
4. tests a sustainable business idea for the selected market;
5. plans ethical, responsible and sustainable strategies for a technology-based company;
6. leads an international team;
7. pitches business ideas to involve partners and investors.

VALUE PROPOSITION OF CURRICULUM

The **theoretical and practical side** of the curriculum is logically linked. Teaching will be combined with practice and company-based project writing, which will form the Master's thesis.

The outcomes for the graduates on the labor market are local and international level project manager, manager and the middle manager with the **potential to develop into a top manager** and an entrepreneur.

TUITION FEE

€3,000 per semester (1-3 semester)

€1,650 for the 4th semester

More information: taltech.ee/mba

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TALLINNA TEHNIKAÜLIKOOL

Ehitajate tee 5, 19086 Tallinn, Tel 620 2002 (E-R 8.30–17.00)

taltech.ee