



University of Vaasa
VAASAN YLIOPISTO



Co-funded by
the European Union

International Entrepreneurship

BLENDED INTENSIVE PROGRAMME | 6 ECTS

University of Vaasa, Finland
10–14 August 2026



Join 40+ students for a week that could change your entrepreneurial journey. Our 2025 programme brought together ambitious students from across Europe and beyond, working alongside world-class faculty from leading European and US universities to develop real international venture ideas.

Course content

The TECH2011 International Entrepreneurship course will help you understand the dynamics of entrepreneurship in an international context. You will learn how to discover, evaluate, and exploit international venture opportunities that can lead to 'born global' businesses. You will develop essential skills using various tools and frameworks during the entrepreneurial process. You will apply brainstorming and simulation tools for sparking innovative ideas with the potential to address global market needs. In addition, you will learn how to set up an international business plan for the launch of a global start-up or a new international venture at an existing business.

The course consists of lectures, workshops, teamwork, pitching and presentations, and other collaborative learning activities to maximise learning outcomes.

KEY AIMS

- ▶ To introduce you to international entrepreneurship and all phases of the entrepreneurial process in a global context.
- ▶ To provide you with the skills and tools to enable you to discover and develop opportunities for entrepreneurial ventures, whether as start-ups or in established firms.
- ▶ To provide you with knowledge of strategic frameworks that can be used in the entrepreneurial process
- ▶ To introduce you to the growing concept of sustainable entrepreneurship and how it can be formulated in different settings
- ▶ To appreciate how entrepreneurial ventures can internationalize their activities using a variety of entry mode strategies.
- ▶ To explore the strategic aspects of new venture creation and how strategy is embedded in business model design.
- ▶ To examine the various strategies new ventures can pursue to scale their activities.

WATCH OUR VIDEO
where former students
share their experiences
of the course:

[youtube.com/
watch?v=BKso29yPb6U](https://youtube.com/watch?v=BKso29yPb6U)

What to expect?

This isn't a lecture course—it's an intensive, hands-on experience. Through simulation games, team-based business planning workshops, and pitch competitions, you'll apply what you learn in real time. Past participants describe the week as 'life-changing,' citing the international networks they built and the entrepreneurial confidence they gained.

Participants

Learn with peers from all over the world. In addition to the participating institutions, students from other institutions are also invited. The diversity of our cohort is one of our greatest assets—you'll form international teams, gain cross-cultural perspectives, and build a network that spans continents.

As course host and coordinator serves the University of Vaasa and its vice-rector for international affairs Martin Meyer, a professor of industrial management and innovation in the School of Technology and Innovations. His research focuses on academic entrepreneurship, emerging technologies, technology adoption, and technology acceptance.

Other participating institutions are Aarhus University – Aarhus BSS, Department of Business Development and Technology, Bucharest University of Economic Studies (ASE) – Faculty of Business Administration, in foreign languages (FABIZ), GEM Alpine Business School, Tallinn University of Technology (TalTech) – Entrepreneurship and International Business Unit, School of Business and Governance.

The teaching team brings together entrepreneurship scholars from Europe and leading US institutions specializing in international business and technology entrepreneurship. This unique combination offers you perspectives from both established European innovation ecosystems and dynamic American startup culture.

Application

The selection process is managed by your home institution, which will nominate you to this BIP course. Please follow instructions and guidelines from your home university.

Intended learning outcomes

By the end of this course,

you should have a critical understanding of:

- ▶ the distinct phases in the entrepreneurial process.
- ▶ how new ventures can enter new foreign markets.
- ▶ strategies to scale new ventures.

and be able to

- ▶ identify entrepreneurial opportunities
- ▶ critically assess the attractiveness of entrepreneurial opportunities.
- ▶ design and validate business models.
- ▶ assess international markets and craft an entry strategy for that market.

The course helps you develop the following transferable skills that are important in your work life:

- ▶ Written and oral communication: Make your arguments clearly and convincingly
- ▶ Teamwork: inter-personal skills
- ▶ Critical thinking: Analyse entrepreneurial opportunity
- ▶ Problem solving: Be comfortable with ambiguity and understand how to navigate ambiguous situations

Sustainable Development Goals

The course covers topics that are relevant to address these Sustainable Development Goals:





Programme

ONLINE INTRODUCTION

Wednesday, 5 August 2026 15:00–17:00

ON-CAMPUS WEEK IN VAASA

Monday, 10 August 2026, starting at 10:00 to Friday, 14 August 2026, ending at 16:00

ONLINE SESSIONS

Tuesday, 18 August 2026, 15:00–17:00

Tuesday, 25 August 2026, 15:00–17:00

The course begins with an introduction online before the on-campus week in Vaasa 10–14 August 2026. Please note that the course requires full attendance on site in Vaasa for the on-campus week. Online attendance is not possible. The course ends with two online sessions after the week in Vaasa.

During the onsite week, students will be participating in workshops on international business planning and playing a simulation game.

Beyond the classroom, you'll experience Finnish summer at its finest. The on-campus week coincides with Vaasa's annual Night of the Arts festival on 13 August, and August in Finland offers long daylight hours and the unique atmosphere of a Nordic coastal city.



Travel and accommodation

There are several convenient ways to travel to Vaasa, depending on your departure point and travel preferences. Daily flights operate from Helsinki and Stockholm. If you prefer train travel, the route from Helsinki to Vaasa offers frequent connections; more details are available on the Finnish rail company VR's website. You can also reach Vaasa by ferry from Umeå in Sweden.

Check [the visa requirements](#) and prepare for travel documents in time.

Admitted participants will receive more information on discounted accommodation rates in a local hotel. Other options, such as standard hotels, apartment rental etc. is also available.

Further Study

This Blended Intensive Programme is the first course of our three-week Summer School. Consider staying with us for the full three weeks or just take an extra course: [International Summer School | University of Vaasa](#)



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