

TEAM ACADEMY – Award-winning entrepreneurship education from Jyvaskyla, Finland

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**OECD/IMHE conference
Copenhagen, Denmark
16.10. 2006**



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Key Facts

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Jyväskylä Polytechnic Ltd

- Jyväskylä Polytechnic Ltd, established in 1994, maintains the Jyväskylä University of Applied Sciences (JUA)
- Jyväskylä Polytechnic Ltd. is a part of Jyväskylä City Corporate Group: owned by the City of Jyväskylä (54 %), the Municipal Federation of Professional Education (36 %)
- Turnover: € 50 million
- Full-time staff: 700, Students 7.500 (6.000 full time degree students)

Jyväskylä University of applied sciences

- Has received a profitability award from the Finnish Ministry of Education every year since 1997. The quality unit of Regional Development 2006-2007.
- The Team Academy - unit, providing entrepreneurship education, was recognized as a high-quality unit of education in 2000.
- The Quality Assurance System Audit 2006 (by FINHEEC)
- OECD/IMHE Evaluation 2006 (together with the University of Jyväskylä)



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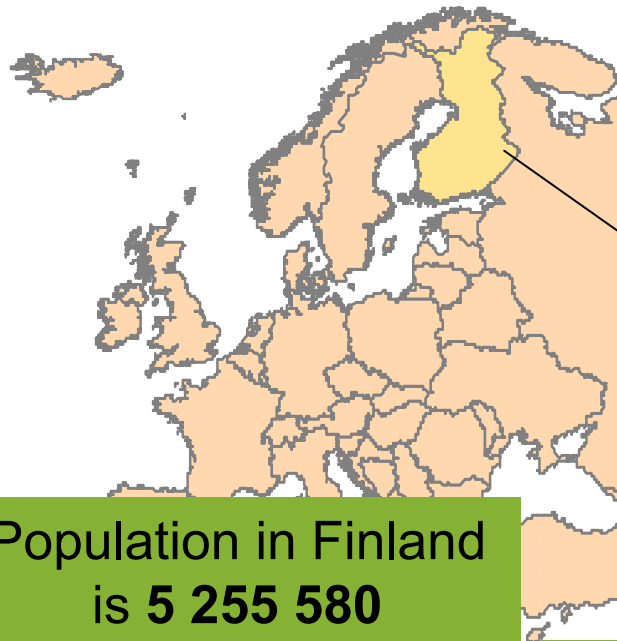
Jyvaskyla Region – Basic Facts

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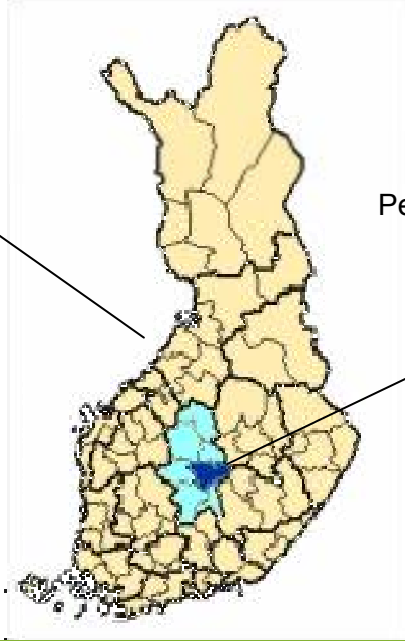
Europe

Finland

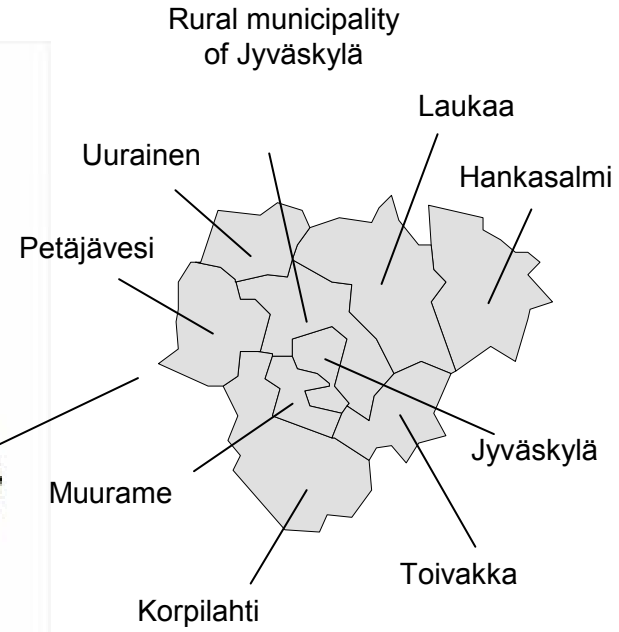
Jyväskylä region



Population in Finland is **5 255 580**
Population Density is **15,6** inhabitant/km²



Population in Central Finland is **267 902**
Population Density is **13,8** inhabitant/km²



Population in Jyväskylä region is **163 000**
Population Density is **36,6** inhabitant/km²

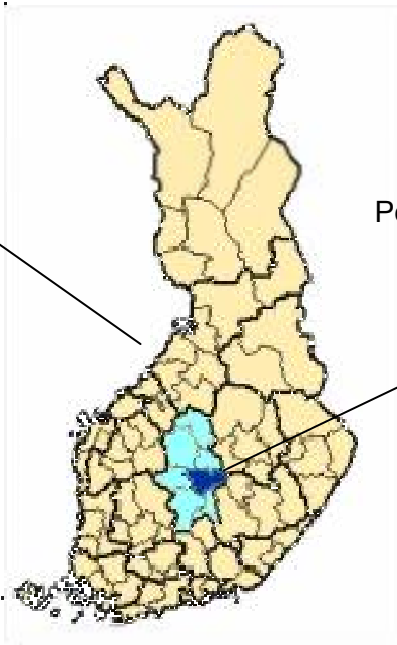
Europe

Finland

Jyväskylä region

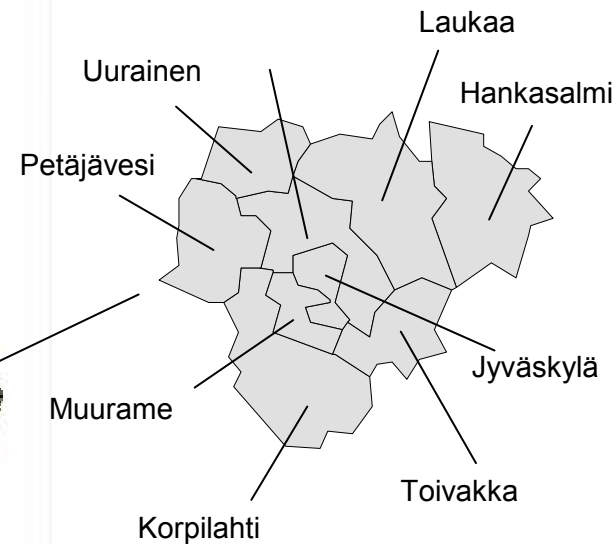


Enterprises in Finland
260 000 (100 %)
Employees total
1.3 milj.

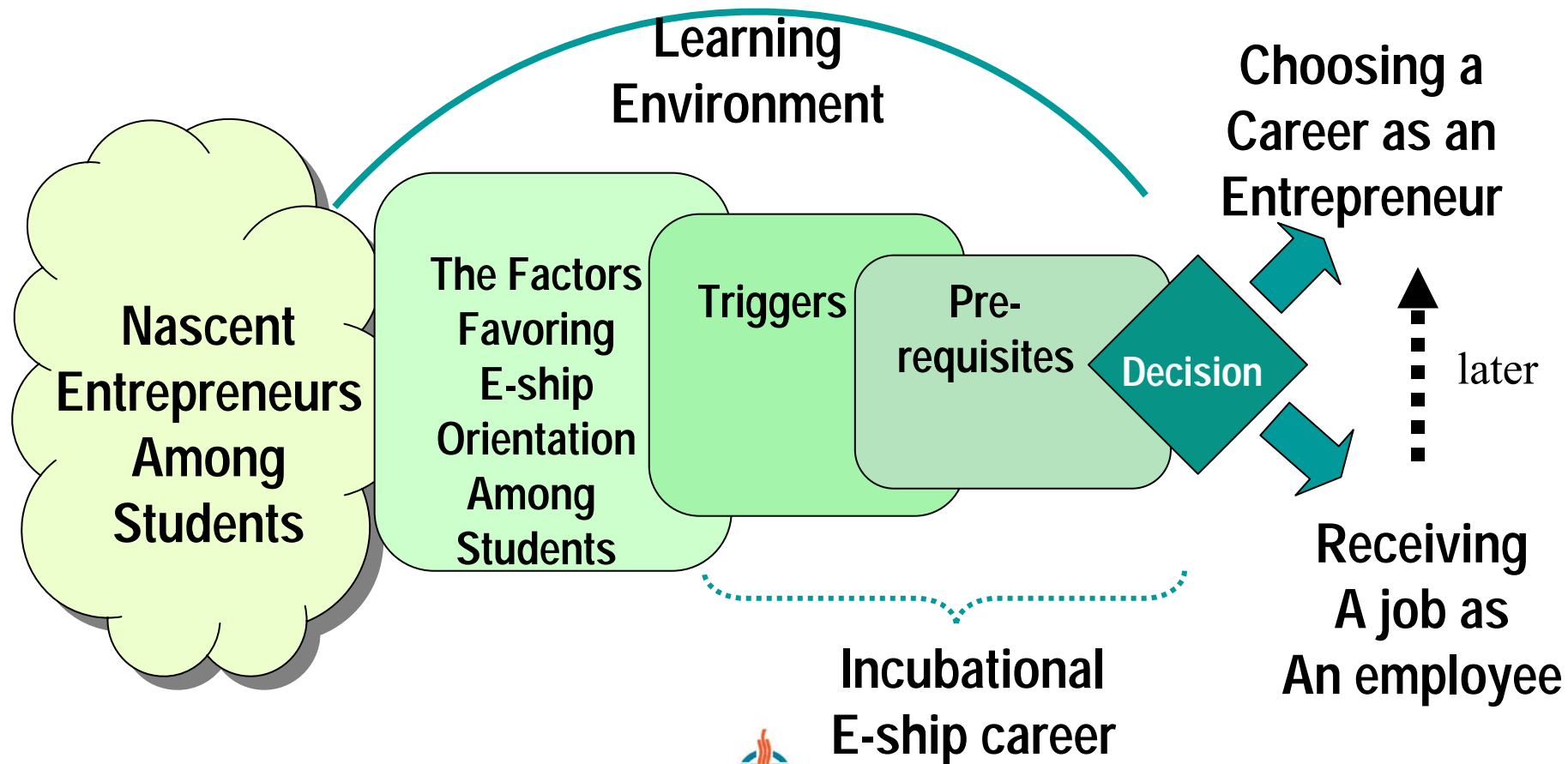


Enterprises in Central Finland
11 500 (4,4 %)
Employees total
55.000

Rural municipality of Jyväskylä



Enterprises in Jyväskylä region
6 700 (2,6 %)
Employees total
36.000





Team Academy – history&background

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- Special unit of entrepreneurship Jyväskylä University of Applied Sciences as a part of the School of Business
- Founder: Mr. Johannes Partanen, marketing lecturer, in 1993.
- Main learning methods are team learning and learning by doing. They are supported with theoretical studies and coaching. Pedagogy is a modification of radical sosioconstructivism and exploratory learning. All methods have been developed in the context of entrepreneurial development and are "taylor-made".
- Students: approx. 190 learners in 20 teams who will graduate as bachelors of business administration during 3-3,5 year learning path. Each year approx. 40 students start their studies and the same amount graduates (BBA).
- Team academy's teams operate as independent co-operative companies.



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- Over 500 graduates (Bachelor of Business Administration) with diploma and qualifications in team entrepreneurship since 1993
- Approx. 15% of graduates are active entrepreneurs in their own companies (The average from Finnish universities is roughly 3-5%).
- Team Academy has given birth to 17 companies in addition to the co-operatives that operate within Team Academy during study time.
- 1750 real-life projects.
- Numerous national awards for innovative learning methods and development of entrepreneurship.
- Team Academy's methods have been transferred to all kinds of organizations ranging from schools to private sector companies.



- Planning, arranging and implementing car promotion tour for a car retailer
- Implementing an international conference for Society for Organizational Learning -network in Helsinki, budget over 200 000 €.
- Visual design (logos, ads, web pages, etc.) for various companies
- Consulting and coaching of vocational school teachers in the areas of learning and entrepreneurial development
- Planning and furnishing of fair department for cluster of companies
- Establishing one's own cafeteria and building various services for tourists in Jyväskylä (Central Finland)
- Extensive scale marketing research for a major food supply company
- Project sizes vary: A small project team consists of 2-3 persons and it's budget is 1000€-5000€. Major project may include up to 10 persons and it's budget may reach over 100 000€.



Mission: "In Team Academy we learn to operate as team entrepreneurs by using our own team companies."

Slogan: "We create team entrepreneurs!"

Values:

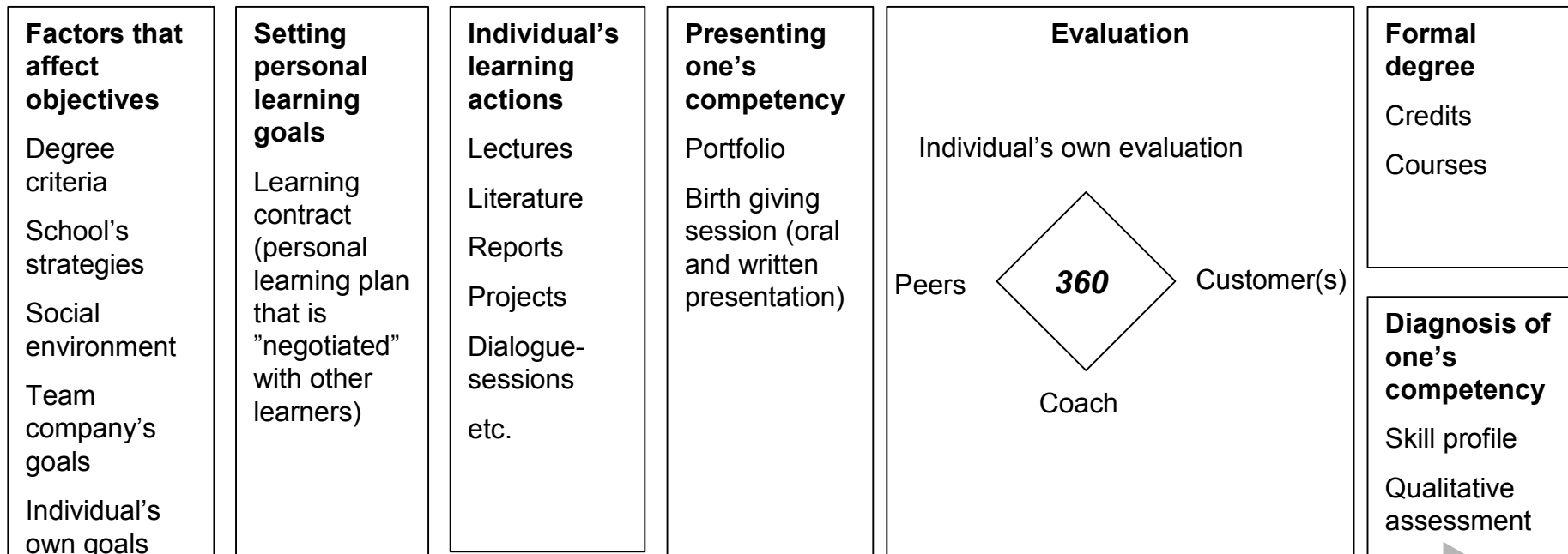
- Human Relationships
- Learning by doing and practicality
- Team entrepreneurship
- Continuous applying of ideas into practice and giving birth to new innovations
- Travelling (as an incentive for students)

Team Academy is a "flat organization". The management is done by using leading thoughts. Thus it is coaches and leaders main function to continuously remind everybody of these values.



Team Academy – the learning process

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- Learning contract (qualitative, personal learning plan that is "negotiated" with other learners)
- Training notebook (learning diary)
- Portfolio
- Team training session (dialogue with a team, 4 hours)
- Birth giving (oral and written presentation on current competency)
- 24-hour birth giving (oral and written presentation to a real-life customer, solving customer's problem within 24 hours)
- Literature (a guidebook with over 1000 articles, learners chooses books to be read) and essays (self-reflection and analyzing ideas taken from books)
- Reflection paper (extensive essay on chosen theme, self-reflection on issues learnt)
- Pre- and postmotorola (reports before and after a project)





Team Academy – the Rocket Model

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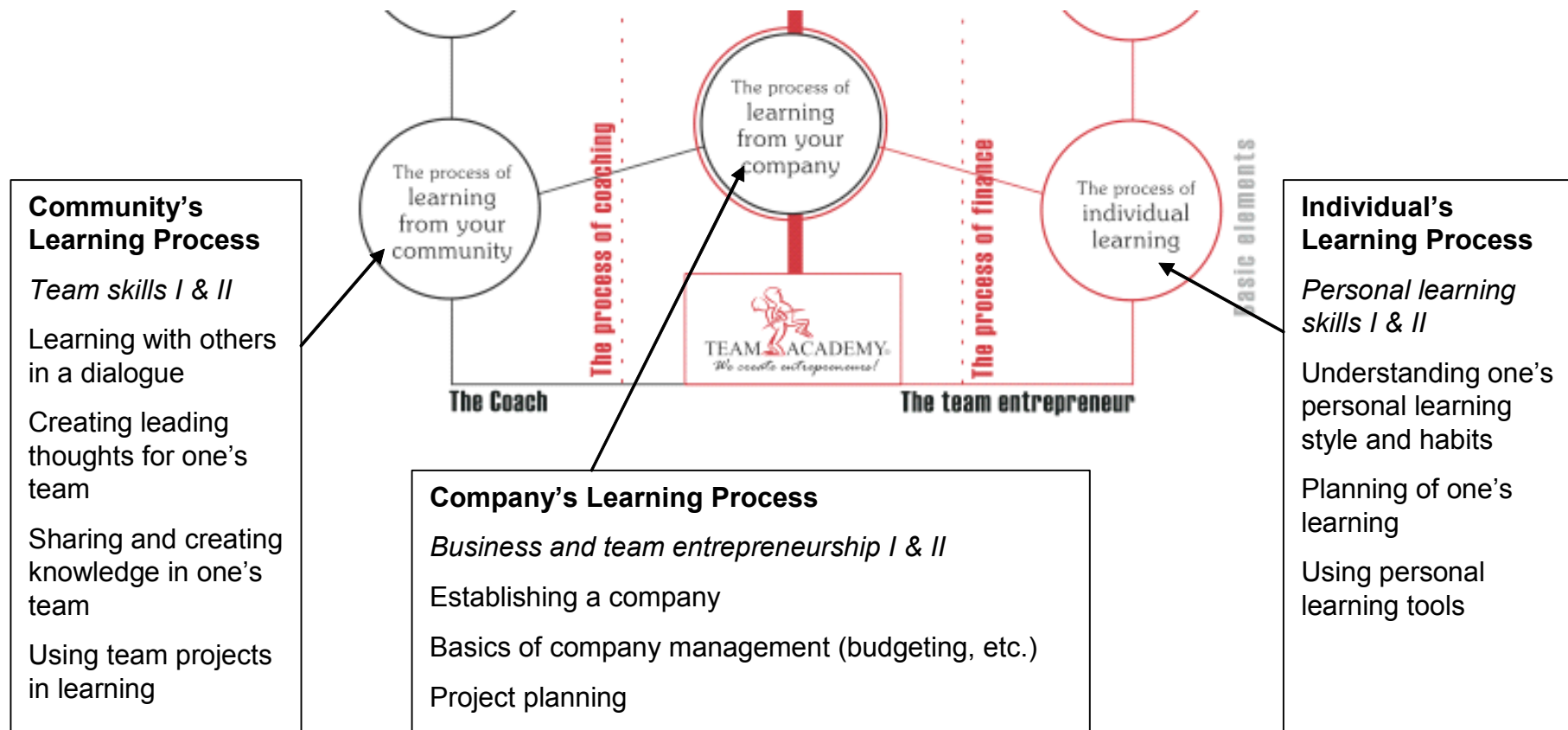
- The Rocket Model describes how entrepreneurial development progresses. It is a **framework** for all activity in Team Academy.
- The Rocket Model consists of **twelve domains**. These domains include Nonaka's and Takeuchi's knowledge theory application according to the theme.
- The learning path starts from the bottom of the model. During the first study year learner learns how to learn (metalearning) and the basics of entrepreneurial activity. On the next step he/she practices leadership and building customer-relationships. During the third year he/she learns how to conceptualize services and build offerings.
- The domains on the left are coach's main activity areas. On the right are the learners domains. In practice these areas are (of course) overlapping.
- On the centre are **the customers**. They are essential in entrepreneurial development - there cannot be entrepreneurs (or any kind of business) without customers.
- Team Academy's **professional studies** are based on The Rocket Model. Each domain has been divided into two courses according to the domain's theme.



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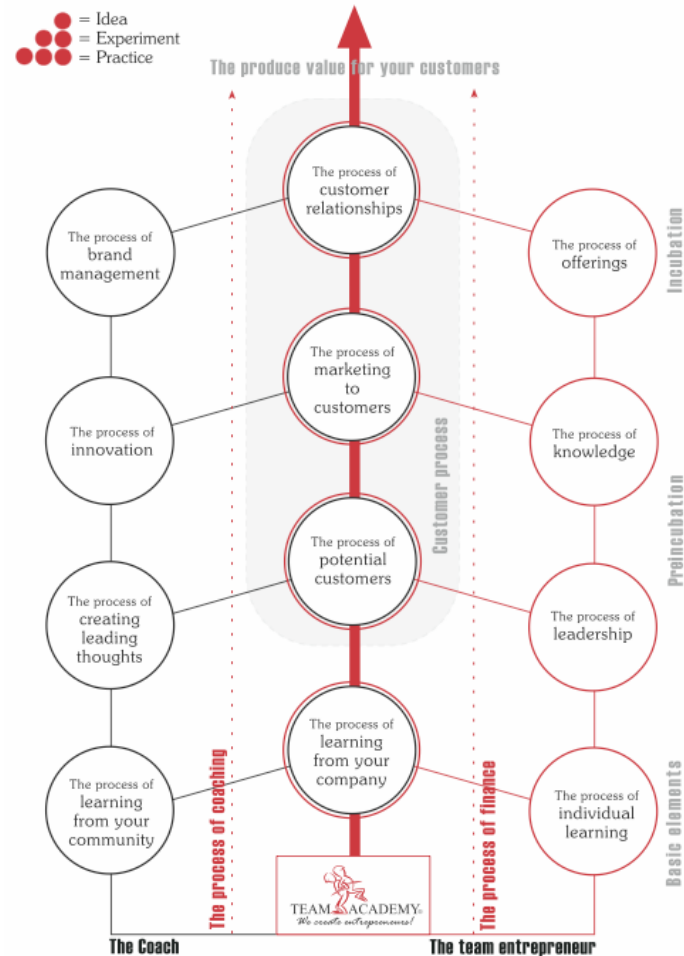
Examples on Rocket Model's contents from the viewpoint of professional studies



Team Academy – Rocket Model

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The process of creating entrepreneurs



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Author(s) and title	Description
Cunnigham: The Wisdom of Strategic Learning	Handbook of self-managed learning. Learning must be linked tightly to organization's strategy and individual's needs. Includes good information on how to use learning contract as a learning tool.
Leinonen & Partanen & Palviainen: Team Academy -A true story of a community that learns by doing.	The title tells it all. Team Academy in the year 2001.
Nonaka & Takeuchi: The Knowledge-Creating Company	Knowledge theory. How to create new knowledge and transfer it by turning tacit knowledge into explicit thru dialogue and action.
Minzberg: Managers not MBAs	Minzberg's model and ideas for leadership training. Lots of new ideas on how to build a effective leadership training program.
Pedler: The Learning Company	Handbook of learning organizations.
Vicere & Fulmer: Leadership by Design	Many ideas on building a training program for leaders and managers.





Thank you for your attention !

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Does Team Academy spark your interest?

Please get in touch with us. We are happy to tell you more about Team Academy. It is possible to arrange you an inspiring visit to Jyväskylä. During the visit you can get to know Team Academy in depth. You are guaranteed to leave with hundreds of new ideas in the fields of entrepreneurship education, team building and management.

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