

Fostering entrepreneurship on campus -- case VAMK

Background information

1. Which region are you from?

- ☐ a. Asia
- ☐ b. Africa
- ☐ c. North America
- ☐ d. Mid and South America
- ☐ e. Europe
- ☐ f. Oceania

2. What is your gender?

- ☐ a. Male
- ☐ b. Female

3. What is your study unit?

- ☐ a. School of Technology
- ☐ b. School of Business
- ☐ c. School of Health Care and Social Services

4. I am a _____ student.

- ☐ a. First-year
- ☐ b. Second-year
- ☐ c. Third-year
- ☐ d. Fourth-year
- ☐ e. Master's degree
- ☐ f. Study time extended

5. Are these descriptions somehow matching to your personality?

| | Yes | No |
|---|-----------------------|-----------------------|
| In the worst case, despite much uncertainty, and the risk of failure and losing what I would have invested, it is still worth of trying. What if I succeed? And the reward is attractive. | <input type="radio"/> | <input type="radio"/> |
| I am able to control and influence my destiny with my ability, effort, or skills. I am responsible for what happens (or what hasn't happen) to me. | <input type="radio"/> | <input type="radio"/> |
| It is easy for me to come up with new ideas and I tend to find better ways to do things. | <input type="radio"/> | <input type="radio"/> |
| I tend to recognize chances and take advantage of them in a proper way, to achieve my expectation. | <input type="radio"/> | <input type="radio"/> |
| I proactively search and obtain the knowledge or information I needed. | <input type="radio"/> | <input type="radio"/> |
| I tend to learn the "rules", observe the situations, and make the right actions at the right time. | <input type="radio"/> | <input type="radio"/> |
| I endure and cope with difficulties. I don't easily give up trying. | <input type="radio"/> | <input type="radio"/> |

Yes

No

I set and
achieve goals
by own
efforts. I
would go the
extra miles
for
accomplishm
ent.



6. What has been the entrepreneurial culture in your growth environment? Choose the most suitable description.

- ☐ a. Entrepreneurship is highly advocated, environment is entrepreneurship-friendly and supporting both healthy competition and co-operation. Networking is a norm and highly efficient. It is not complicated to set up and run own business. Many people choose to be an entrepreneur, be it big or small.
- ☐ b. Entrepreneurship is just one of the many options to make a living, it is difficult to say whether entrepreneurship has been advocated or not. It is not too complicated to be an entrepreneur. People might be 'pushed' to be an entrepreneur as it is not easy to find a good job, or they somehow suffer from barriers to enter into certain social network or status. Being entrepreneurial and successful in business seems to be an important way to gain recognition to own value, effort and status.
- ☐ c. Entrepreneurship is not promoted with great effort, it is relatively complicated to establish business, and resource and support is limited or difficult to obtain. People prefer to find a job as it is more stable or simple.
- ☐ d. None of the options above applies.

7. Are some of your family, friends or acquaintances entrepreneurs? And how have they impacted your attitude towards entrepreneurship?

- ☐ a. Yes and positively.
- ☐ b. Yes and negatively.
- ☐ c. Yes but no impact.
- ☐ d. None of my family, friends or acquaintances are entrepreneurs.

8. What is your experience of entrepreneurship?

- ☐ a. Have been a solo entrepreneur or freelancer, or self-employed with no employee
- ☐ b. Have been a solo entrepreneur and hired employees
- ☐ c. Have been in partnership with others to establish and run own business
- ☐ d. Have been working in a start-up venture during its very early stage and contributed to the initial business routine setups
- ☐ e. No experience at all

9. Which description is the most aligned with your situation?

- ☐ a. I like to read stories on entrepreneurs or actively follow news about them or their companies, they motivate me to be an entrepreneur in the future.
- ☐ b. I have read about some stories or news on entrepreneurs, they shape my positive attitude towards entrepreneurship.
- ☐ c. I don't follow too much stories or news on entrepreneurs, but my attitude towards entrepreneurship is somehow quite positive.
- ☐ d. I'm not so interested in entrepreneurship, I don't think I will become one.

10. Have entrepreneurship courses been available or introduced to you?

- ☐ a. Yes
- ☐ b. No

11. What is your main intention in enrolling to entrepreneurship courses?

- ☐ a. I would like to learn for entrepreneurship and prepare myself because I intend to be or I am very likely to be an entrepreneur in the future.
- ☐ b. I would like to learn about entrepreneurship because this topic is interesting or relevant to me, and the knowledge and skills from this topic might benefit me in my career and personal development.
- ☐ c. I need to learn about entrepreneurship because these courses are compulsory in my study program.
- ☐ d. I have not enrolled, nor will I plan to enroll, to any entrepreneurship courses.

12. What was your attitude towards entrepreneurship before coming to VAMK?

- ☐ a. Very positive
- ☐ b. Somehow positive
- ☐ c. Neutral
- ☐ d. Somehow negative
- ☐ e. Very negative

13. Do you intent to be an entrepreneur or choose self-employment as a career option?

- ☐ a. Yes and right after graduation
- ☐ b. Yes and within 3 years after graduation
- ☐ c. Yes but at some point after 3 years from graduation when I feel ready
- ☐ d. I don't know or I'm not sure, and time will tell
- ☐ e. No, I don't think I want to be an entrepreneur or choose self-employment as a career option

14. Why do you intend to be an entrepreneur? Choose your most important motivation for entrepreneurship.

- ☐ a. Prosperity
- ☐ b. The need for personal achievement
- ☐ c. Freedom
- ☐ d. I have no motivation to be an entrepreneur
- ☐ Other

15. Are these descriptions belonging to or close to your perception of entrepreneurship?

| | Yes | No |
|--|-----------------------|-----------------------|
| Identify, exploit and commercialize profitable opportunities | <input type="radio"/> | <input type="radio"/> |
| Solving real-world problems with innovations | <input type="radio"/> | <input type="radio"/> |
| Being proactive and taking risks | <input type="radio"/> | <input type="radio"/> |
| Having the competence to make decisions, acquire resources, and drive actions | <input type="radio"/> | <input type="radio"/> |
| An important way to meet some important societal demands and contribute to economic development and growth | <input type="radio"/> | <input type="radio"/> |

16. If you perceive entrepreneurship in some other ways too, please specify.

17. At the moment, how confident are you in your own competence to establish and run a business, and achieve the expected outcome successfully?

- ☐ a. Strongly confident
- ☐ b. Relatively confident
- ☐ c. Neutral
- ☐ d. Not too confident
- ☐ e. Not confident at all

Choose the importance

1 = not important at all, 2 = not so important, 3 = slightly important, 4 = relatively important, 5 = very important

18. How important are the following **elements** to you, supposing that you are preparing yourself to be an entrepreneur, or considering entrepreneurship as a career option?

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I have in-depth perception or knowledge of entrepreneurship. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have shaped my own personal values, belief, identity and attitude towards entrepreneurship. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have the enthusiasm/passion for entrepreneurship and I am strongly motivated and encouraged for taking entrepreneurial actions. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have the needed entrepreneurial competence and experience because it enhances my confidence and the chance of success in entrepreneurship. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Resources and support are provided to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. In your opinion, how important are the following **competences** regarding to successful entrepreneurship?

| | 1 | 2 | 3 | 4 | 5 |
|--------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Business knowledge | 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

| | | | | | |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Domain knowledge from a specific, specialized field or industry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Social / market knowledge | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Self-directed / spontaneous learning | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cognition and analysis | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Creative thinking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Decision making | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Adeptness and flexibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Resilience | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Strategic thinking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opportunity recognition and evaluation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Problem solving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New product / service prototyping and development | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Resource utilization and configuration | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Business planning and organizing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Risk management | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Leadership | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Teamwork | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Networking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Relationship handling, stakeholder management and communication | 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

20. In your opinion, how important is it that VAMK provides the following **experience** to its students, in supporting them to develop into an entrepreneur in the future?

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Co-operate with local businesses regarding real-life project work or guest lecturing, etc | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promote open innovation or the development of new solutions for existing challenges via close and diverse collaboration with government, industry and other knowledge institutions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Simulate entrepreneurship process with experiential learning activities or other events | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mentoring or coaching programs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

21. In your opinion, how important is it that VAMK provides the following **resources and supports** to you, supposing that you plan to initiate your start-up business during your study in VAMK or soon after your graduation from VAMK?

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Platforms for teambuilding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Practical information that is highly relevant for starting a business | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Support in building organizational routines such as idea and risk evaluations, marketing, etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Legal and business consultancy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Clear referral or other measures that facilitate networking and collaborations with other financial and business sectors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Access to research results or knowledge / technology resource | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Initial fund or other financing possibilities for entrepreneurship | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Facility such as office or laboratory space, IT and administrative service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How do you agree with the following statements?

1 = strongly disagree, 2 = somehow disagree, 3 = neutral or I don't know, 4 = somehow agree, 5 = strongly agree

22. How has your experience in VAMK affected the **connection between you and entrepreneurship**?

| | 1 | 2 | 3 | 4 | 5 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| My perception of entrepreneurship has been enhanced. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have shaped my own personal values, identity and positive attitude towards entrepreneurship. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My motivation for entrepreneurship has been developed or strengthened, and my desire for entrepreneurial actions has been raised. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My confidence in performing entrepreneurial behavior has increased. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. How has VAMK been fostering entrepreneurship?

| | 1 | 2 | 3 | 4 | 5 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| VAMK raises students' interest and increases their engagement in entrepreneurship. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| VAMK creates a culture that encourages entrepreneurial mindset, spirit and behavior. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

VAMK provides entrepreneurship education that builds up entrepreneurial knowledge and competence.



VAMK provides inspiration for entrepreneurship and business experience via real projects, teamworks, activities or events, etc



VAMK provides resources, support, or incubator service for initial entrepreneurial activities.



VAMK establishes and facilitates effective network or close collaborations with industry or government.



VAMK acts and responds entrepreneurially to the social / market need with innovation and its own knowledge assets



Open questions

24. Has VAMK been fostering entrepreneurship among students in any other way? If yes, please specify.

25. How can VAMK do better, or what else should VAMK do, to foster entrepreneurship among students?

26. What is your biggest barrier/restriction, when deciding to choose entrepreneurship as a career option or preparing yourself to be an entrepreneur?

The End & Thank You

I hope you have mapped out your connection with entrepreneurship via this survey. Your answers are very valuable to my research and you are contributing to a potential reform in how entrepreneurship should be passed to the future generation in a better way.

If you find this survey interesting, please do recommend your schoolmates in VAMK to fill it out by the end of 15th March 2022, if they have not done so. (Link: <https://forms.office.com/r/6yHGBkdHBj>)

Thank you very much for your precious time!

27. Any feedback to this survey?

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