

Implementation plan Finished

Study unit	Business Opportunities and Setting Up a Business (00307), 10.0
Implementation	HBA1021: 2/2010-2011 (03.01.2011 - 20.06.2011)
Type	INNOVATIVE BUSINESS MODELS (102)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 10 Maximum: 25
Enrolment period	29.11.2010 08:00 - 05.12.2010
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Lumio Anne (Teacher in charge), Helanto Päivi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.07.2011 Storing of graded material ends.: 31.07.2012
Exam days	
Having completed the study unit the student is able to	• recognise their entrepreneurial skills • analyse customer needs and look for competitive advantages • find and assess business opportunities • make business models and earnings logic in line with a business idea • create a realistic and customer-driven business plan • create partnerships and networks and recognise strategic partnerships • use research methods to analyse business operations • set up a business • use research methods to analyse business operations
Previous studies	
Generic competences	verkosto-osaamisen kuvaus
Contents	• value nets and partnerships • business and service models • internal and external company analyses • research methods used in analysis • business idea, business model and business plan • planning the financing of a start-up company

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	• managing risk in a start-up company • forms of enterprise • business law
Study material	Merna, Toyny - AL-Thani faisal F.: Corporate Risk management, an Organisational Perspective (Essay text book/A. Lumio) Surakka Aapo: Access to Finnish Law (WSOY) (Business Law/A.Lumio)

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
31.01.2011	08.30-11.30				Päivi Helanto, Anne Lumio