

Implementation plan Finished

Study unit	Getting Started as an Entrepreneur (A0131), 10.0
Implementation	MFA1121: 2/2011-2012 (01.02.2012 - 23.05.2012)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A022)
Groups	Primary: MFA10SN Others :
Involved in the project	
Lecturers	Entrepreneurs, Entrepreneur centre
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2011 08:00 - 04.12.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Pääskyvuori Marjo (Teacher in charge), Harmoinen 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: 4 cr Integration of R&D: 4 cr
Implementation class	
Focus areas	
Evaluation at the latest	01.06.2012 Storing of graded material ends.: 01.06.2013
Exam days	
Having completed the study unit the student is able to	• process entrepreneurial skills • evaluate their possibilities as an entrepreneur • analyse the financial reports of small enterprises • choose a business model for a business idea • design a realistic business plan
Previous studies	
Previous studies, more information	
Learning objectives	* Business idea, business models and business plan * planning management and financial when starting a business * choosing a form of enterprise and instructive norms for enterprise * actors and activities related to establishing an enterprise * working as an entrepreneur * pricing services
Contents	Students learn to evaluate their possibilities as an entrepreneur and develop a business idea for starting a business. The outcome is a viable business plan.
Tutoring and communication	Tutorial and feedback sessions with the teams but also one-to-one. Workshop. Optima platform.
Evaluation criteria and methods	EXCELLENT grade 5 Students are able to: • Apply professional concepts expertly. • Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active. • Promote group activities. • Able to critically apply ethical principles in the subject field in one's conduct and tasks.

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	GOOD grade 3 Students are able to: • Apply professional concepts systematically. • Able to cope independently in different tasks in each operating environment. • Work in a group in line with objectives. • Justify their activities in accordance with ethical principles.. SATISFACTORY, grade 1 Students are able to: • Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. • Act appropriately under guidance. • Act as group members. • Act in accordance with ethical principles.
R&D methods	Brainstorming methods Interview SWOT Benchmarking Evaluation methods
Work strain	contact lessons 40 hour tutoring 30 hours pair working 140 hours individual working 60 hours
Other arrangements	company visit

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
01.02.2012	9-11.30	4	Orientation	Getting started, orientation for Entrepreneurship and assignment for study unit Assignment for 8th February - students/ small groups will collect 1-2 entrepreneur stories (small or medium size companies) in facility management, tourism or any other area. Stories will be presented others on 8th February.		
08.02.2012	9-11.30	4	Me as Entrepreneur	9-10:00 Introduction of Entrepreneur stories by small groups 10-11.30 Experiences of Entrepreneurship: Matti Karlsson, Strategiapaja Oy Questions and Answers		
15.02.2012	9-16	8	My Entrepreneur profile and Businessplan	9-11.30 "Internal and external" Entrepreneurship - characteristics of an Entrepreneur Getting started with assignment; profile for Entrepreneurship 11.30 - 12.30 lunch 12.30 - 16 Structure of Businessplan		
22.02.2012	9-16	20	My Entrepreneur Profile developing	Individual working		
29.02.2012	9-16	8	Business Plan	9-11.30 Working with business idea		

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				creation 11.30-12.30 lunch 12.30-16 Discussion of business idea.		
07.03.2012	9-16	8	Business Model/Earning model	9-11.30 Exercise / Financing and insurances (JL) 11.30 - 12.30 lunch 12.30 - 16 conclusions	ict class	
14.03.2012	9-16	20	Business plan	Working with business plan	optional	
21.03.2012	9-16	8	Company forms	9-11.30 Selection of company form - company visit to National Board of Patents and Registration in Finland 11.30 - 12.30 lunch 12.30 - 16 Tutoring		
28.03.2012	9-16	8	Finalisation of Entrepreneur profile	9- 11.30 Tutoring 11.30 - 12.30 lunch 12.30 Independent working with poster		
04.04.2012	9-16	20	Business plan	Independent working with business plan	optional	
11.04.2012	9-16	8	Introduction of entrepreneur profiles, challenges of getting started with entrepreneurship	9 - 11.30 Review of posters 11.20 - 12.30 lunch 12.30 Steps in getting started as an entrepreneur - assignment		
18.04.2012	9-16	8	Business plan	9 - 11.30 tutoring 11.30 - 12.30 lunch 12.30 Tutoring		
25.04.2012	9-16	20	Business plan	Independent working	optional	
02.05.2012	9 - 16	8	Evaluation of Business plan	9 - 11.30 Tutoring 11.30 - 12.30 lunch 12.30 working with business plan		
09.05.2012	9-16	8	Finalisation of business plan	9 - 11.30 Tutoring and feedback collection 11.30 - 12.30 lunch 12.30 working with pairs	ict	
16.05.2012	9-16	20	Finalisation of business plan	independent working: finalisation of business plan and SWOT analysis (pairs)		
23.05.2012	9-16	8	Evaluation of business plans	9 - 11.30 Benchmarking of business plans (business idea, financing, earning model) 11.30 - 12.30 lunch 12.30 Introduction of best practices and evaluation of study unit feedback		