

Implementation plan Finished

Study unit	Getting Started as an Entrepreneur (A0131), 10.0
Implementation	MFA1221: 2/2012-2013 (30.01.2013 - 21.06.2013)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A022)
Groups	Primary: MFA11SN Others :
Involved in the project	
Lecturers	Entrepreneurs, Entrepreneur centre
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Harmoinen Päivi (Teacher in charge)
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	01.06.2013 Storing of graded material ends.: 01.06.2014
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	Lectures / face-to-face sessions held on Wednesdays and Fridays at 9:00 - 11:30 am

Learning events

Date	o'clock/at h		Subject	Content	Status	Teachers
30.01.2013	9-11.30	2	Orientation	Introduction of the study unit - introductions - objectives and schedule - assignments - teams What is entrepreneurship "Words" Getting started with Portrait <u>Individual & team task:</u> Reading of Alf Rehn's "Dangerous Ideas" by 1st of February, as preparation for group work.	Leppävaara class	Päivi Harmoinen
01.02.2013	9-11.30	2	Entrepreneurship	Experiences of Entrepreneurship *visitor: Member of Espoo Young Entrepreneurs Jani Pitkänen, Netitys Oy Preparation of group work: (atk-class)	Leppävaara class	Päivi Harmoinen

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				Alf Rehn's Dangerous Ideas (presentations on 6th February)		
06.02.2013	9-11:30	2	Entrepreneurship	Dangerous Ideas: Group work presentations	Leppävaara class	Päivi Harmoinen
08.02.2013	9-11:30	2	Entrepreneur profile	Individual task: Evaluation of personal entrepreneur capabilities and possibilities. Complete 2 Entrepreneur tests in Optima: see links to tests in Tools-folder. Analyse and write a summary of your test results, 1 page word document and 1-2 ppt slides. You can utilise SWOT analysis. Return the documents in your personal folder in Optima. Wrap-up will be on 13th February.	Independent working	Päivi Harmoinen
13.02.2013	9-11:30	2	Entrepreneur profile	Visitor: Entrepreneur Frank Nyarko Business idea & Business plan: Ghana Tourism: http://www.ghanaportrait.com/ http://www.ghanaportrait.com/#!blank/c5ht www.seftours.com Wrap up of Entrepreneur test results & analysis. Entrepreneur characteristics Next steps	Leppävaara class	Päivi Harmoinen
15.02.2013	9-11:30	2	Business ideas and Portrait	Wrap up of Entrepreneur test results & analysis. Entrepreneur characteristics Introduction of next task: "Future Walk" - selection of the place per team Experiences of entrepreneurship * visitors: Taiwo Akinremi and the members from The International Students Entrepreneurship Society	Leppävaara class	Päivi Harmoinen

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20.02.2013	9-11:30	2	Business Idea creation	"Future walk" / Tour de Helsinki - teams will visit named places in the city of Helsinki - purpose: business idea generation by observing the environment "what could be done differently" Individual task: Write a trip report including 3-5 business ideas.	Visiting places in Helsinki	Päivi Harmoinen
22.02.2013	9-11:30	2	Entrepreneur Portrait	Sharing of trip reports / Future walk Workshop: working with Portrait in the class Tutoring	Leppävaara class	Päivi Harmoinen
27.02.2013	9-11:30	2	Entrepreneur Portrait	Independent working with Portrait (word and poster/ppt) IT-class reserved for working. Tutoring	Leppävaara it-class:Independent working	Päivi Harmoinen
01.03.2013	9-11:30	2	Entrepreneur Portrait	Portrait presentations (posters) (IT-class) PART I	Leppävaara class	
05.03.2013	12-18		Networking	Lecture (in english) in Leppävaara "Entrepreneur Tuesday" event at 15:30 - 16:45 <u>Team task</u> write 1-page summary of presentation, to be shared on 8th March contact session.	Leppävaara	Päivi Harmoinen
06.03.2013	9-11:30	2	Entrepreneur Portrait	Portrait presentations PART II	Leppävaara class	Päivi Harmoinen
08.03.2013	9-11:30	2	Business Canvas	Sharing of Yrittäjyystiistai outcomes Orientation to Business Canvas and Business plan <u>Team task</u> Watch the movie about entrepreneurship and reflect the movie themes with Business Canvas components Movie suggestions: e.g. Wall Street, Money Never Sleeps, Citizen Kane Wrap-up:13th March	Leppävaara class	

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13.03.2013	9-11:30	2	Business Canvas	Movie reflecting the Business Canvas: Sharing of movie stories. Getting started with Business Canvas Assignment Teams & responsibility areas	Leppävaara class	
15.03.2013	9-11:30	2	Business Canvas	Team work: working with Business Canvas in the class Independent working	Leppävaara class	
20.03.2013	9-11:30	2	Business Canvas, Business Plan	Business plan structure /template - literature - tutoring schedule Steps in establishing a company Pre-task for 27th March (Kaija Koivusalo) - company forms Team work: continue Business Canvas task	Leppävaara class	
22.03.2013	9-11:30	2	Business Canvas	Working with Business Canvas in the class Independent working	Leppävaara class	
27.03.2013	9-11:30	2	Business plan	Cash flow, profitability and investments from business plan perspective * visiting lecturer: Kaija Koivusalo	Leppävaara class	
29.03.2013	9-11:30	2	no teaching	Easter Friday, public holiday in Finland	public holiday	
03.04.2013	9-11:30	2	Business plan	Business plan preparation in pairs	Independent working	
05.04.2013	9-11:30	2	Business plan	Business plan preparation in pairs	Independent working	
10.04.2013	9-11:30	2	Business canvas, business plans	09:00 - 10:00 Business Canvas presentations PART I Tutoring for Business plans: going through business plan drafts 10:00 - 10:15 Siva & Puru 10:15 - 10:30 Lucy & Hanna	Leppävaara class	

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				10:30 - 10:45 Dagnija & Saara 10:45 - 11:00 Juan & Alvaro 11:00 - 11:15 Sandip & Manoj 11:15 - 11:30 Jaree & Arnaud		
12.04.2013	9-11:30	2	Business canvas, business plan	09:00 - 10:00 Business Canvas presentations PART II Tutoring for Business plans: going through business plan drafts 10:00 - 10:15 Oanh & Tu 10:15 - 10:30 Anna & Ieva 10:30 - 10:45 Ekaterina & Elena 10:45 - 11:00 Obaidur & Paul 11:00 - 11:15 Jon	Leppävaara class	
17.04.2013	9-11:30	2	Business plan	Legal aspects in the business plan Visiting lecturer: Jukka Linna - company modes - agreements / contracts - typical mistakes when starting a new company - partner agreement - roles and responsibilities e.g. a Managing Director of a Limited Company	Leppävaara class	
19.04.2013	9-11:30	2	Financial analysis	9-10 Analysis of small company financial reports CANCELLED due to illness * visiting lecturer: Ari-Pekka Kettunen 10-11:30 Working with the business plans in the class-room Tutoring of business plans (Päivi)	Leppävaara class	

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24.04.2013	9-11:30	2	Business plan tutoring	Workshop: working with business plans in the it-class, at the same tutoring per pairs. Tutoring of business plans: Päivi Harmoinen and Kaija Koivusalo (financial calculations) Time slots for the pairs: 08:45 - 09:00 Dagnija & Saara 09:00 - 09:15 Jaree & Arnaud 09:15 - 09:30 Lucy & Hanna 09:30 - 09:45 open 09:45 - 10:00 Juan & Alvaro 10:00 - 10:15 Sandip & Manoj 10:15 - 10:30 Siva & Puru 10:30 - 10:45 Oanh & Tu 10:45 - 11:00 Anna & Ieva 11:00 - 11:15 Ekaterina & Elena 11:15 - 11:30 Obaidur & Paul 11:30 - 11:45 Jon	Leppävaara class	
26.04.2013	9-11:30	2	Business plan	Workshop: finalising business plans <u>Return of business plan (word, xls) in Optima return box by 3rd May at 23:59</u>	Leppävaara class	
01.05.2013	9-11:30	2	No teaching	Public holiday, no teaching	Public holiday	
03.05.2013	9-11:30	2	Financial analysis	Analysis of small company financial reports * visiting lecturer: Ari-Pekka Kettunen Instructions for opponent pairs and evaluation.	Leppävaara class	
08.05.2013	9-11:30	2	Business plan	Business plan presentations and Opponent reports.	Leppävaara class	

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				All students will participate in this session. Structure: business plan presentation (ppt) 15 mins. Opponent pair comments 10 min. 09:00 - 09:30 Business plan: Dagnija & Saara Opponent: Juan & Alvaro 09:30 - 09:55 Business plan: Juan & Alvaro Opponent: Dagnija & Saara 09:55 - 10:20 Business plan: Anna and Ieva Opponent: Obaidur, Paul and Jon 10:20 - 10:45 Business plan: Obaidur and Paul Opponent: Anna and Ieva and Jon 10:45 - 11:10 Business plan: Jon Opponent: Anna, Ieva, Obaidur, Paul 11:10- 11:35 Business plan: Hanna and Lucy Opponent: Puru, Siva		
10.05.2013	9-11:30	2	Business plan	Business plan presentations and Opponent reports. All students will participate in this session. Structure: business plan presentation (ppt) 15 mins. Opponent pair comments 10 min. 09:00 - 09:30 Business plan: Oanh and Tu Opponent: Ekaterina and Elena	Leppävaara class	

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				09:30 - 09:55 Business plan: Ekaterina and Elena Opponent: Oanh and Tu 09:55 - 10:20 Business plan: Siva and Puru Opponent: Lucy and Hanna 10:20 - 10:45 Business plan: Sandip and Manoj Opponent: Jaree and Arnaud 10:45 - 11:10 Business plan: Jaree and Arnaud Opponent: Sandip & Manoj		
15.05.2013	9-11:30	2	Feedback	Study Unit feedback results & discussion	Leppävaara class	
17.05.2013	9-11:30	2	No contact session			