

Implementation plan Finished

Study unit	Getting Started as an Entrepreneur (A0131), 10.0
Implementation	MFA1321: 2/2013-2014 (28.01.2014 - 16.05.2014)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A022)
Groups	Primary: MFA12SN Others :
Involved in the project	
Lecturers	Entrepreneurs and other industry specialists
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Harmoinen Päivi (Teacher in charge), Koivusalo Kaija (Other teacher), Pääskyvuori Marjo (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	LbD supporting knowledge and skills development
Focus areas	Student entrepreneurship
Evaluation at the latest	01.06.2014 Storing of graded material ends.: 01.06.2015
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 the company form* actors and activities related to establishing a company* working as an entrepreneur
Contents	Students learn to evaluate their possibilities as an entrepreneur and develop a business idea / service concept for starting a business. The outcome is a viable business plan.
Tutoring and communication	Tutorial and feedback sessions with the teams. 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.
Project (name)	Business development as a part of Inno-Espoo project.
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	Contact sessions held on Tuesdays and Fridays.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
28.01.2014	9-11:30	2	Orientation	Orientation: objectives, assignments, assessment, project What is entrepreneurship Teams Assignment 1: book of Alf Rehn (Dangerous Ideas)	Päivi Harmoinen, Marjo Pääskyvuori
31.01.2014	9-11:30	2	Entrepreneurship	What is entrepreneurship Visitor entrepreneurs from Laurea Entrepreneurship Society Minna Rantalankila & Pauliina Törnqvist www.laureaes.fi	Päivi Harmoinen
04.02.2014	9-11:30	2	Project	Inno-Espoo project introduction by Jouko Kivimetsä (ok)	Päivi Harmoinen, Marjo Pääskyvuori
07.02.2014	9-11:30	2	Project	Visit to InnoOmnia and Espoo old station, led by InnoOmnia development manager Jouko Kivimetsä (ok) tel. 040-5568880 Program starts sharp at 9:00. Please be at InnoOmnia at 8:50. Address: InnoOmnia, Kirkkokatu 16A, Espoo	Marjo Pääskyvuori

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11.02.2014	9-11:30	2	Biz Model Canvas	Orientation to the biz model canvas: Assignment 2: biz model canvas building blocks * Films		Päivi Harmoinen, Marjo Pääskyvuori
14.02.2014	9-11:30	2	Entrepreneurship	Working with Business Model Canvas.		Päivi Harmoinen
18.02.2014	9-11:30	2	Biz model canvas	Independent working with BMC it-class reserved for working in teams	independent working	
21.02.2014	9-11:30	2	Biz model canvas	Independent working with BMC it-class available for working in teams * Return of Business Model Canvas report.	independent working	
25.02.2014	9-11:30	2	Financing	Cash flow, profitability and investments from business plan perspective Pricing		Kaija Koivusalo
28.02.2014	9-11:30	2	Biz model canvas	Team presentations: Biz model canvas: building block summaries (1 or 2 blocks per team).		Päivi Harmoinen
04.03.2014	9-11:30	2	Biz model canvas	Team presentations: Business model canvas based on the movie (incl. all building blocks) Starting business idea and business plan development.		Päivi Harmoinen, Marjo Pääskyvuori
07.03.2014	9-11:30	2	Project	Introduction 1-2 idea generation methods (Alex Pocknell) Biz idea creation for Inno-Espoo project: Working in teams to develop the ideas		Päivi Harmoinen
11.03.2014	9-11:30	2	Entrepreneurship	Wrap-up of Assignment 1: Presentations / discussion based on Alf Rehn's book <i>Launch of mid point self- and peer evaluation.</i>		Päivi Harmoinen, Marjo Pääskyvuori
14.03.2014	9-11:30	2	Coaching	Team specific coaching sessions: BUSINESS IDEA PRESENTATION and status of business plan creation Please reserve the time slot for your team in Optima (see course information)		Päivi Harmoinen, Marjo Pääskyvuori
18.03.2014	9-11:30	2	Visit to PRH	<i>Visit to Finnish Patent and Registration Office</i>		Päivi Harmoinen, Marjo

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						Pääskyvuori
21.03.2014	9-11:30	2	Business ideas	9-10 Business idea presentations to InnoOmnia development manager Jouko Kivimetsä 5min speech/team + 5min comments by Jouko 9:00 team 5 9:10 team 4 9:20 team 2 9:30 team 1 9:40 team 3 9:50 team 6 10:15-10:35 Business plan introduction by Navid Zahed 10:35-11:30 Working in teams		Päivi Harmoinen, Marjo Pääskyvuori
25.03.2014	9:50-11:30	1	Project	Teams 6 and 5 will introduce Business Ideas to Espoo Tilakeskus at 10-11 (10 mins presentation/ team). Note, all students are welcome to join the event as audience. Address: InnoOmnia, Kirkkokatu 16A, conference room Africa.		Päivi Harmoinen, Marjo Pääskyvuori
28.03.2014	9-11:30	2	Business plan	* Business plan introduction incl. cash flow * Financial calculations in the biz plan * Visiting lecturer: CEO Lauri Kuljus Kuljus Consulting Oy		Päivi Harmoinen, Kaija Koivusalo
01.04.2014	9-11:30	2	Coaching	Team specific coaching sessions: Please reserve the time slot for your team in Optima (see course information) Topic: review of business plan drafts		Päivi Harmoinen, Marjo Pääskyvuori

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04.04.2014	9-11:30	2	Project	Exchange students: Assignment 1: Alf Rehn's book summary presentations Other students: working with business plan, participation in this session is optional for you.	contact session	Päivi Harmoinen, Marjo Pääskyvuori
08.04.2014	9-11:30	2	Topic: Creativity tools and innovation process models	Lecture in class 236: by Jacqueline Brodie, Edinburgh Napier University (Laurea international week)		Päivi Harmoinen, Kaija Koivusalo, Marjo Pääskyvuori
11.04.2014	9-11:30	2	Topic: Corporate entrepreneurship / intrapreneurship	Lecture in class 181: by Jacqueline Brodie, Edinburgh Napier University (Laurea international week)		Päivi Harmoinen, Kaija Koivusalo, Marjo Pääskyvuori
15.04.2014	9-11:30	2	Coaching	Team specific coaching sessions: Please reserve the time slot for your team in Optima (see course information) Topic: review of financial calculations		Kaija Koivusalo
18.04.2014	9-11:30	2		public holiday	no teaching	
22.04.2014	9-11:30	2	Coaching	Team specific coaching sessions: Please reserve the time slot for your team in Optima (see course information) Topic: review of business plan drafts. Study unit feedback survey: 22.4.-28.4.2014		Päivi Harmoinen, Marjo Pääskyvuori
25.04.2014	9-11:30	2	Business plan	Finalisation of business plans Return of biz plans 25.4 at 16.00 in Optima return box.	workshop	Päivi Harmoinen
29.04.2014	9-11:30	2	Presentations	9:00 - 11:30 Final presentations of business plans by teams. - 10-12 min presentation - 8-10 min. discussion and feedback Team 1, team 2, team 3...Reminder: self- and peer evaluation by 2.5.		Päivi Harmoinen, Kaija Koivusalo, Marjo Pääskyvuori
02.05.2014	9-11:30	2	Evaluation and feedback	<i>Self- and peer evaluation</i> <i>Return of Self and Peer evaluation by 2.5 at 16.00 in</i>	independent working	

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				<i>Optima return box.</i>		
06.05.2014	9-11:30	2	Assessment discussions	Assessment discussions with teams incl. grades 9.00 team 1 9.20 team 2 9.40 team 3 10.00 break 10.15 team 4 10.35 team 5 10.55 team 6	Room 140	Päivi Harmoinen, Marjo Pääskyvuori
09.05.2014	9-11:30	2		to be confirmed		