

Implementation plan Finished

Study unit	Business Operations in a Changing Market (A9007), 10.0
Implementation	HCA1111: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	INITIATION OF PROFESSIONAL GROWTH (A800)
Groups	Primary: HCA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	23.05.2011 08:00 - 05.06.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kaarti Virpi (Teacher in charge), Putkonen Juha (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: 2 cr Integration of R&D: 3 cr
Implementation class	
Focus areas	
Evaluation at the latest	19.01.2012 Storing of graded material ends.: 19.12.2012
Exam days	Real: 31.10.2011
Having completed the study unit the student is able to	- analyse the structure and dynamics of a business environment, as well as the related opportunities and challenges - evaluate a company's operations using business models and earnings principles - analyse diverse value chains and networks - itemise the basic functions of a company's operations
Previous studies	
Study material	See literature list in optima.
R&D methods	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
05.09.2011	9-16		Course introduction Business competence, business terms		Virpi Kaarti, Juha Putkonen
12.09.2011	9-16		Market analysis		Virpi Kaarti, Juha Putkonen
19.09.2011	9-16		Customers and marketing Market analysis part 1		Virpi Kaarti
26.09.2011	9-16		Business model Market analysis part 2		Virpi Kaarti
03.10.2011	9-16		Market analysis presentations Return your market analysis (optima return box)		Virpi Kaarti, Juha Putkonen
10.10.2011	9-16		Independant work Finalize your business term defenitions to optima		
17.10.2011	9-16		Supply chain management Business plan		Juha Putkonen

Implementation plan Finished

24.10.2011	9-16			Accounting Business plan (group work)		Virpi Kaartti
31.10.2011	9-16			Business terms exam		Juha Putkonen
07.11.2011	9-16			Independent work (business plan)		
14.11.2011	9-16			Business plan check point, one presentation Guidance		
21.11.2011	9-16			Independent work Prepare your business plan presentation (elevator speech)		
28.11.2011	9-16			Business plan presentations Course feedback (collection)		Virpi Kaartti, Juha Putkonen
05.12.2011	9-16			Return your final business plan (optima return box)		
12.12.2011	9-16			Course wrap-up Course feedback		Virpi Kaartti, Juha Putkonen