

## Implementation plan Finished

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|---------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Business Operations in a Changing Market (A9007), 10.0                                                                                                                                                                                                                                                                                                                       |
| <b>Implementation</b>                                         | HCA1311: 1/2013-2014 (26.08.2013 - 20.12.2013)                                                                                                                                                                                                                                                                                                                               |
| <b>Type</b>                                                   | INITIATION OF PROFESSIONAL GROWTH (A800)                                                                                                                                                                                                                                                                                                                                     |
| <b>Groups</b>                                                 | Primary: HCA13SN Others :                                                                                                                                                                                                                                                                                                                                                    |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                     |
| <b>Enrolment period</b>                                       | 20.05.2013 08:00 - 02.06.2013                                                                                                                                                                                                                                                                                                                                                |
| <b>Main timing for implementation</b>                         |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Applicability</b>                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> No <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> No                                                                                                                                                                                                                                            |
| <b>Teachers</b>                                               | Kaartti Virpi (Teacher in charge), Ruoslahti Harri (Other teacher)                                                                                                                                                                                                                                                                                                           |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                                            |
| <b>Main location for implementation</b>                       |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Implementation method</b>                                  | Optima realization/student group, Other method of implementation, Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 2 cr <b>Integration of R&amp;D:</b> 3 cr                                                                                                                                                                                                   |
| <b>Implementation class</b>                                   |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Focus areas</b>                                            |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Evaluation at the latest</b>                               | 20.01.2014 <b>Storing of graded material ends.:</b> 31.07.2014                                                                                                                                                                                                                                                                                                               |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Having completed the study unit the student is able to</b> | <ul style="list-style-type: none"> <li>analyse the structure and dynamics of a business environment, as well as the related opportunities and challenges</li> <li>evaluate a company's operations using business models and earnings principles</li> <li>analyse diverse value chains and networks</li> <li>itemise the basic functions of a company's operations</li> </ul> |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Project (name)</b>                                         |                                                                                                                                                                                                                                                                                                                                                                              |
| <b>R&amp;D methods</b>                                        | Case study                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Other arrangements</b>                                     | Contact sessions on Thursdays 9 am - 4 pm. See the learning events for more detailed information.                                                                                                                                                                                                                                                                            |

## Learning events

| Date       | o'clock/at h | Subject | Content                                                                                                                                                     | Status | Teachers             |
|------------|--------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------|
| 05.09.2013 | 9-16         |         | Course introduction Security business Task for the next week                                                                                                |        | Harri Ruoslahti      |
| 12.09.2013 | 9-16         |         | Basic business operations: business operations process and interest groupsContinue the task which was given to you last week.Independant work in your teams |        |                      |
| 19.09.2013 | 9-16         |         | Presentations of business operations process and interest groupsBusiness planningAnalysing business environment (case study)                                |        | Virpi Kaartti        |
| 26.09.2013 | 9-16         |         | Analysing business environment (case study) continues                                                                                                       |        | Virpi Kaartti        |
| 03.10.2013 | 9-16         |         | Business environment analysis presentations and discussionsValue chain                                                                                      |        | Virpi Kaartti, Harri |

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|------------|------|--|--|-----------------------------------------------------------------------------------------------------------------------------|--|--------------------------------|
|            |      |  |  |                                                                                                                             |  | Ruoslahti                      |
| 10.10.2013 | 9-16 |  |  | Examining the firm (case study)Value chainIndependent work in your teams: apply the value chain model to your case company. |  |                                |
| 17.10.2013 | 9-16 |  |  | Examining the firm (case study) continuesLogistics                                                                          |  | Harri Ruoslahti                |
| 24.10.2013 | 9-16 |  |  | Examining the firm (case study) continuesMarketing and selling                                                              |  | Virpi Kaartti                  |
| 31.10.2013 | 9-16 |  |  | Examining the firm (case study) continuesIndependent work in your teams                                                     |  |                                |
| 07.11.2013 | 9-16 |  |  | Analysing the financial situation of a company / Lauri KuljusExamining the firm (case study)                                |  | Harri Ruoslahti                |
| 14.11.2013 | 9-16 |  |  | Exam 9-11Examining the firm (case study): possibility to have guidance                                                      |  |                                |
| 21.11.2013 | 9-16 |  |  | Business Model CanvasExamining the firm (case study) guidance                                                               |  | Harri Ruoslahti                |
| 28.11.2013 | 9-16 |  |  | Examining the firm (case study) guidance for finalization                                                                   |  |                                |
| 05.12.2013 | 9-16 |  |  | Returns                                                                                                                     |  |                                |
| 12.12.2013 | 9-16 |  |  | Final presentationsCourse wrap-upCourse feedback collection and discussionRe-exam                                           |  | Virpi Kaartti, Harri Ruoslahti |