

Implementation plan Finished

Study unit	Business Models and Entrepreneurship (A9281), 5.0
Implementation	HBA1421: 2/2014-2015 (02.02.2015 - 08.05.2015)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HBA214SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	01.12.2014 08:00 - 07.12.2014
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Luode Seppo (Teacher in charge), Fred Minna (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 1 cr Integration of R&D: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	08.06.2015 Storing of graded material ends.: 24.04.2016
Exam days	
Having completed the study unit the student is able to	The student is able to • develop new profitable service businesses • apply the methods used in the planning of service business • recognize the basic legal conditions of service business
Previous studies	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
06.02.2015	12.30-15.00	Orientation to Business Planning			Minna Fred, Seppo Luode
13.02.2015	12.30-15.00	Development of an Business Idea			Minna Fred, Seppo Luode
20.02.2015	12.30-15.00	Trends and an Initial Business Idea			Seppo Luode
27.02.2015	12.30-15.00	Business Idea and Business Model Canvas			Minna Fred
06.03.2015	12.30-15.00	BMC: Customer value, relationships and segments			Minna Fred
13.03.2015	12.30-15.00	BMC: Revenue streams			Seppo Luode
20.03.2015	12.30-15.00	BMC: Key			Seppo Luode

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			activities and resources			
27.03.2015	12.30-15	00	BMC: Cost structure			Seppo Luode
10.04.2015	12.30-15	00	Feasibility of the Business Plan			Minna Fred
24.04.2015	12.30-15	00	Presentations			Minna Fred, Seppo Luode
04.05.2015			International week at Laurea			
08.05.2015	12.30-16	00	Feedback sessions			Minna Fred, Seppo Luode