

Implementation plan Finished

Study unit	Business Models and Entrepreneurship (A9281), 5.0
Implementation	HCA1421: 2/2014-2015 (02.02.2015 - 04.05.2015)
Type	DEVELOPING COMPETENCE IN BUSINESS AND ENTREPRENEURSHIP (A855)
Groups	Primary: HCA214SN 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	04.06.2015 Storing of graded material ends.: 19.06.2016
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
02.02.2015	9-11.30	Orientation to Business Planning			Minna Fred, Seppo Luode
09.02.2015	9-11.30	Development of an Business Idea			Minna Fred, Seppo Luode
16.02.2015	9-11.30	Trends and an Initial Business Idea			Seppo Luode
23.02.2015	9-11.30	Business Idea and Business Model Canvas			Minna Fred
02.03.2015	9-11.30	BMC: Customer value, relationships and segments			Minna Fred
09.03.2015	9-11.30	BMC: Revenue streams			Seppo Luode
16.03.2015	9-11.30	BMC: Key			Seppo Luode

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			activities and resources			
23.03.2015	9-11.30		BMC: Cost structure			Seppo Luode
30.03.2015	9-11.30		Feasibility of the Business Plan			Minna Fred
13.04.2015	9-11.30		Legal issues			Seppo Luode
20.04.2015	9-11.30		Team work: finalizing the Business Plans			
27.04.2015	9-11.30		Presentations			Minna Fred, Seppo Luode
04.05.2015	9-11.30		Feedback sessions			Minna Fred, Seppo Luode
04.05.2015			International week at Laurea 4.-8.5.2015			