

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Designing and Selling a Business out of a Brilliant Idea
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Päivi Killström and Pia Lindgren Senior Lecturers Turku University of Applied Sciences - Finland Paivi.Killstrom@turkuamk.fi Pia.Lindgren@turkuamk.fi
Course description/ Contents:	Do you have a brilliant business idea? We help you to develop it by using the Business Model Canvas. How to start and elaborate an idea? Refining an idea through teamwork and cooperation. Innovation methods and communication skills. Presenting and selling your idea
Learning outcome:	The student can design and implement an idea into a business plan by using BMC. The student can present ideas in a logical manner and show them by using an appropriate tool. The student group creates deliverables according to the given guidelines. The student is able to give an oral sales presentation (pitch) for targeted audience.
Examination:	Groups of 3-4 members return the required documentation and give an oral 5-10 min sales presentation (the time includes questions). There will be a Teams group to join and return all documents.
Four questions to be prepared by the students prior to arrival	<ol style="list-style-type: none"> 1. What is a Business Model Canvas? 2. How have companies benefited from BMC model (Give at least one example based on the videos?) 3. How to give and receive constructive feedback? 4. Think about a problem or an idea to develop during the week. 5. How to persuade your listeners?
Essential reading:	the Business Model Canvas, http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf Alexander Osterwalder & Yves Pigneur 2010. Business Model Generation. http://www.businessmodelgeneration.com/book Pre-watching videos: https://www.youtube.com/watch?v=HhFxQIDPjaY http://www.youtube.com/watch?v=ynQasjpBTck https://www.youtube.com/watch?v=2-ntLGOyHw4 https://www.youtube.com/watch?v=lpvqfmEU2Ck