

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	How to design a service or product that customers want
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Virpi Raivonen, Senior Lecturer, Turku University of Applied Sciences, Finland Taru Kakko, Lecturer, Turku University of Applied Sciences, Finland
Course description/ Contents:	<p>The world is full of business opportunities and problems/"pains" which somebody expects us to solve.</p> <p>How to create a service or a product the customers want? And who are the potential customers and what do they really need? This is your chance to test your creativity and problem-solving skills. Are you ready to take the challenge?</p> <p>This course provide you different tools and methods, which help you start with your initial idea and to develop it further to the targeted customer segments which would be ready to pay for it. You will learn to create a business plan in a team and to present it to the targeted audience in professional interesting way. The focus is on customer value proposition and on the key elements of a business plan. At the same time you will use different project working methods and develop your group communication tools.</p>
Learning outcome:	<p>In the course you will develop your innovation, problem-solving and teamworking skills which are one of the key competences for the future employees and entrepreneurs. You can seize and identify business opportunities and refine them from an idea to a business plan using different tools and methods. You are able to present the business idea to the target audience in a logical and interesting way as well as to document it. The student group creates a written report according to the given guidelines.</p>
Examination:	<p>Groups of 3-5 members return a brief written report according to given guidelines and give an oral 10 - 15 min sales presentation (the time includes questions).</p>
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Find out an Example of using Business Model Canvas. What is it for? 2. How would you evaluate your innovator skills (based on the link)? (Link) 3. What are five things/problems that you are facing in your daily life (that bothers you and could be done better) 4. What makes the best sales pitch ever? Find an Example (Youtube/other source) <p>Bring your notes/thoughts with you to the first meeting.</p>

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Essential reading:	<p>The Value Proposition Canvas https://www.slideshare.net/esaife/value-proposition-canvas-101</p> <p>Learn How to think Differently</p> <p>Pre-watching videos: http://www.youtube.com/watch?v=ynQasjpBTck</p> <p>Indicative reading/watching:</p> <p>the Business Model Canvas, http://www.businessmodelgeneration.com/downloads/business_model_canvas_poster.pdf</p> <p>Innovators Five Skills https://youtu.be/BO9_JWlc3ok</p> <p>Value Propostion Canvas Explained https://youtu.be/aN36EcTE54Q</p>
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