

LAUREA UNIVERSITY OF APPLIED SCIENCES

DIGITAL BUSINESS

Study module syllabus (30 credits)

Ilkka Kurkela, Anna Ikonen, Marjo Ruuti and Digital Coaches



Please note that changes are possible. Latest info always at [Facebook](#).

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DIGITAL BUSINESS MODELS 5 credits 31.8.-27.9.2015

MODULE 1: INTRODUCTION
MODULE 2: PERSONAL BRANDING & MARKETING COMMUNICATION
MODULE 3: COMMUNICATION & CULTURAL SKILLS
MODULE 4: DIGITAL SALES, LANDING PAGES, LEAD NUTRITION

DEVELOPING eSERVICES & DEVELOPING DIGITAL BUSINESS

10 + 10 credits 28.9.-13.12.2015

Learning-goals. Students will learn...
MODULE 1: COMPANY PRESENTATIONS, PROBLEM SOLVING
MODULE 2: VISUALITY AS THE KEY IN ONLINE ENVIRONMENT
LECTURE BREAK: 12.10.-18.10
MODULE 3: CONTENT MARKETING & SOCIAL MEDIA
MODULE 4: THE WORLD OF BLOGGING + EXAM 1
MODULE 5: WEBSITE ESSENTIALS, SPORTS BRANDING, SEO
MODULE 6: LAW ISSUES
MODULE 7: VALUES
MODULE 8: TOOLS TO WORK FROM DISTANCE, CLOUD, GOOGLE TOOLS
MODULE 9: SHARING THE LEARNINGS & EXAM 2
MODULE 10: FINAL PRESENTATIONS

INTRODUCTION

Learning goals

Digital Business –study module in Laurea is a combination of lectures, individual learning and blogging, group work and company projects. In this module the students will become familiar with today's digital tools. The aim is to bring students and working life closer together. Therefore we will have several guest lecturers from different businesses and partner companies included in the program.

MISSION



Mentors

Ilkka Kurkela, Ilkka.kurkela@laurea.fi | 040 661 9851



Mr. Ilkka Kurkela, M.A., eMBA, FRSA, works as a Senior Business Economics Lecturer at [Laurea](#) University of Applied Sciences. He is a professional digitalist and popular lecturer with real-life marketing & social media experience from New York, Manhattan.

Ilkka Kurkela has finished his professional teacher education as online education. He has international experience from world's best ranked business schools such as IMD (Switzerland), Berkeley (USA, California), Ashridge Business School (UK), Columbia University and New York University (USA). He orchestrated the international MIF eMBA Creative Leadership –program as the program director in 2012-2014.

In March 2014 Ilkka Kurkela was awarded Fellowship of the [Royal Society of Arts](#) (RSA). RSA is a British organisation committed to finding practical solutions to today's social challenges. The Society was founded in 1754. Charles Dickens, Adam Smith, Benjamin Franklin, Karl Marx and Stephen Hawking are some of the notable past and present members. RSA characterises itself as “an enlightenment organisation committed to finding innovative practical solutions to today's social challenges”.

In his personal life Ilkka Kurkela is a husband and proud dad of a 3-year-old daughter and a profound lover of [drum'n'bass music](#). Please visit at Ilkka Kurkela's [LinkedIn-page](#) for more information

Anna Ikonen, anna.ikonen@laurea.fi | 040 016 4482



Mrs. Anna Ikonen holds a Master's Degree in Entrepreneurship and Business Administration and she completed both pedagogical and psychological studies. She has taken different teacher courses abroad in schools such as EDHEC Business School in Nice, Warsaw University and University of Cambridge and Oxford.

Anna works as a Senior Lecturer in business management study programme in Laurea. She has led many international projects with different colleges, companies and organizations such as British Council. She has over 10 years of work experience as an entrepreneur and therefore she has been successfully leading and guiding groups of students doing practical business projects in Laurea.

Anna has had many big event management projects such as Finland's AIESEC National Conference or Youth to Business Forum, where she guided a group of students responsible for organizing the events. Finland Youth to Business event brought together business representatives and students for a close and open dialogue on relevant topics such as entrepreneurial leadership, corporate social responsibility and service design thinking. Another important goal of the forum was the generation of new, actionable ideas and thoughts about the future to both the business and the student community. The basic idea of the forum was to create a space to express youth opinion on key subjects that the world faces today. Anna has been actively participating in organizing events for students and Laurea staff, such as Christmas parties and International week.

Anna Ikonen attended many International teacher exchange programmes where she taught subjects such as communication, cross-cultural skills or social media marketing, to mention a few. She has worked on developing new international projects with other partner universities. Anna has participated in an International Innovation Lab in Leuven, Belgium with a group of business students who worked with Belgian students on different innovation practical projects for Belgian companies. She has also organized an Entrepreneurship Camp in Nice and with other professors from Business School guided a group of students working on developing new business ideas who then presented their business plans to Business Angels in France.

Social media, digital marketing, communication, cross-culture management, psychology are the areas of her interest. In her personal life Anna is a mother of two teenagers and she loves dancing and Zumba. Please visit Anna Ikonen's LinkedIn page <https://fi.linkedin.com/in/annaikonen1> for more information.

Marjo Ruuti, marjo.ruuti@laurea.fi | 040 152 7964



Ms. Marjo Ruuti works as a Senior Business Economics Lecturer at Laurea University of Applied Sciences. She has a Master of Science (Economics and Business Administration) at Vaasa University, Vocational teacher education from HAAGA-HELIA University of Applied Sciences in 2010, and has completed studies in Education and Adult education in Helsinki University 2004, and German language, management accounting and finance law studies at Regensburg University, German in 1994.

She mentors Entrepreneurial projects for international multidisciplinary student groups at Laurea. She has also a long term expertise (over 16 years) in process development, finance and operational model development at Nokia Networks and Nokia Siemens Networks in international projects.

During the past four years at Laurea, she has been participating and developing several entrepreneurial projects at Laurea: mentoring Entre Akatemia ESR project, which among other things supports global women entrepreneurship, and mentoring and developing Sense business idea competition concept, which encourages and supports young start-ups to start their businesses. She is also coaching international multidisciplinary students at Laurea StartUp study unit. Marjo Ruuti is entrepreneur.

In her personal life Marjo Ruuti enjoy working and being at her summer cottage, walking at the forest and hunting. Please visit at Marjo Ruuti's LinkedIn page <https://fi.linkedin.com/in/marjoruuti> for more information.

Digital Coaches

Digital coaches are a group of enthusiastic students who have completed Digital Business Models -pilot with grade 4-5 at Laurea Otaniemi. They work as digital coaches / teacher assistants for students in Digital Business –module. They participate in the planning, execution and evaluation of the program. They will be managing their own teams during the studies.

Faysal Hasan



Faysal Hasan was born in Bangladesh. He decided on a career as a photographer whilst studying Business Management in Laurea University of Applied Science in 2010.

As a student he has been a part of few local and international projects in Laurea AMK. He has also taken a variety of courses in the field of business and has experience in working in a multicultural environment. He is currently working as a course designer in Laurea university of applied science.

As a photographer he mostly focuses on wedding photography but at same time can be hired for portrait sessions and product photos. Helsingin Sanomat and couple local newspapers published some of his works, while the biggest newspaper in Bangladesh (half million prints everyday) "Prothom Alo" wrote an article about his travel and photography around the world.

Arman Nuri, arman.nuri@laurea.fi | 040 01806468



Arman Nuri, currently working as a digital coach, is a third year student of Laurea UAS. His personal skills are mainly focus on teamwork and leadership. Besides, he is really interested in online marketing as well as financial management.

During last two years, he has worked as a project manager in various projects at Laurea and led to the successful project completion.

Theology, Astrophysics, Football and cricket are the areas of his interest. He hopes to be a financial specialist in future. Please visit Arman Nuri's LinkedIn-Page for more information.

Jabed Kaisar, jabed.kaisar@laurea.fi | 0400175638



Jabed Kaisar, currently working as a digital coach, a third year student of Laurea UAS. His personal skills are mainly focus on marketing and management. Besides, he has interest in accounting and finance as well as in digitalization of business.

He has done his primary and secondary school from Bangladesh. Since 2012, he has done different practical projects with different company as a part of his study in Laurea UAS, which are primarily either event management or marketing. Furthermore, he has worked as a project manager in some projects which he managed to be successful at the end.

History, Physics, Entrepreneurship are the areas of his other interest.

In personal life he is very much friendly and hard working person. He likes sports specially tennis, football and cricket. His future aim is to be a specialist in finance and accounting.

Please visit Javed Kaiser's [Linkedin](#) profile for more information.

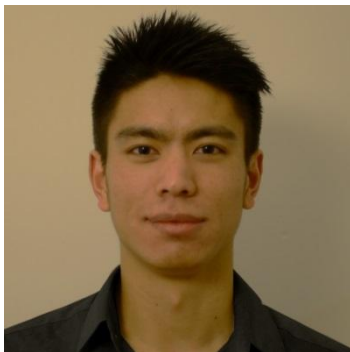
Bui Duong, buiduong171191@gmail.com



Duong Bui is a third year student in Laurea Business Venture degree program. He started the study in 2012 and plan to graduate at the end of the year 2015. Having studied different subject courses and implemented practical projects, he only took interest in digital business after teachers Ilkka, Anna and digital coach Tomasz introduced and organized projects for the subject. Successfully completed the introduction course to digital business, he went on to complement a project whose purpose was to help an internet based startup business forming digital marketing strategy. He and his team members came out as the winning team with consistent high performance and teamwork.

As a digital coach, he hopes and is eager to gain more knowledge about digital business field from the mentors and students participating in the digital business module as well.

Bishnu Rana, bishnu_rd@yahoo.com | 0406755676



A highly motivated foreign student from Nepal residing in Finland since past 3 years in order to pursue quality education and develop career path. I am very passionate about digital marketing and dreaming to become an entrepreneur and establish my own company in future. Talking about experiences, the special curriculum provided in Laurea Otaniemi has provided me with lots of hands-on professional training on project management, sales, event management and some aspects of digital marketing by involving me in different company projects, and also have helped me to enhance my communication and organization skills to work in international environment.

Something about my personal life, I like meeting new people and being around people. I am interested in nature photography and often keep capturing good moments. Sports and adventure is something I am crazy about and like doing it during my leisure.

Want to know more about me, please find me here:

Portfolio and Blog:	http://www.coroflot.com/rana_bishnu https://bdigitalized.wordpress.com/
LinkedIn	https://fi.linkedin.com/in/bishnurana
Twitter	@BiisnuRana
Facebook	https://www.facebook.com/people/Bishnu-Rana/100000573586028
Instagram	bisnurana

Guest lecturers

- + Marjaana Marmo (Law issues in digital landscape, one week)
- + Eeva Miettinen (eServices virtual course, 5 credits)
- + Several guest lecturers from various companies
- + Special international Guest Lecturers
- + Laurea Alumni guest visitors

Studying platforms: Facebook & Google Drive

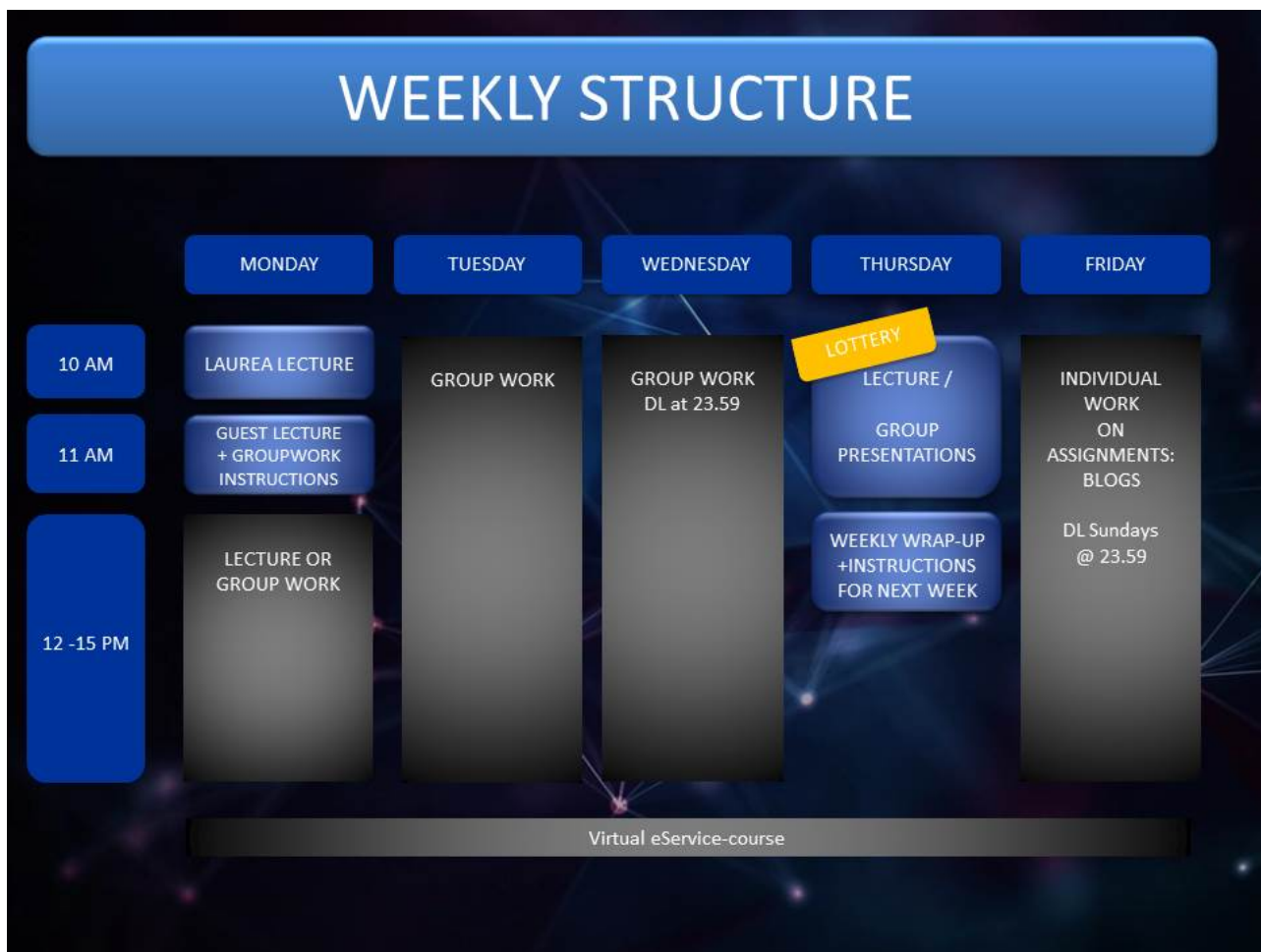
The formal communication platform for the whole module is in Facebook. Please see all the latest information [at the Facebook-page](#).

The platform to return group tasks is [Google Drive in this link](#).

Students are required to have active accounts on these platforms: Facebook, Google, LinkedIn, Selected Blogging platform, and possible other requirements given during the course. After the course is completed and evaluated, students are free to delete the accounts if they wish to do so. However, it is recommended that the accounts are used as learning platforms after the course as well.

Timetable and location





MONDAY & THURSDAY: Lectures starting at 10 AM (usually ends at 14 latest)

MONDAY AFTERNOON, TUESDAY & WEDNESDAY: Group work

FRIDAY & WEEKENDS: individual working, reading, writing blogs

EXCEPTIONS:

- no teaching during 12.10.-18.10. (this work is individual work and reading for exams)
- no teaching on Thursday 3.9., instead Friday 4.9. starting 12.00.

PLACE: Otaniemi, Metsänpojankuja 3, Small/Big Auditorium + meeting rooms for group work

DEADLINES FOR TASKS

WEDNESDAYS by 23.59 – return your Group’s finalized task to Google Drive

SUNDAYS by 23.59 – publish your personal blogposts as individual tasks to your blog

Photographing, videos and social media during the courses

The students are allowed and encouraged to take photos and video during the classes. The teachers and digital coaches will actively take photos and video from the class and these will be used online to enrich the learning experience.

This is a big part of the learning experience in the course and will be a concrete way to learn how to use visual content online on different environments.

Hashtag [#DigiSmallTalk](#) is selected as the official hashtag for the study module. Please use it!

Small Talk –video sessions

Each Thursday we will have a “Small Talk” session with some of the students. The idea is to reflect student’s thinking and personal learning experiences. During the session students will record their personal thoughts to camera individually. More info will be given during the lessons.

Partner companies

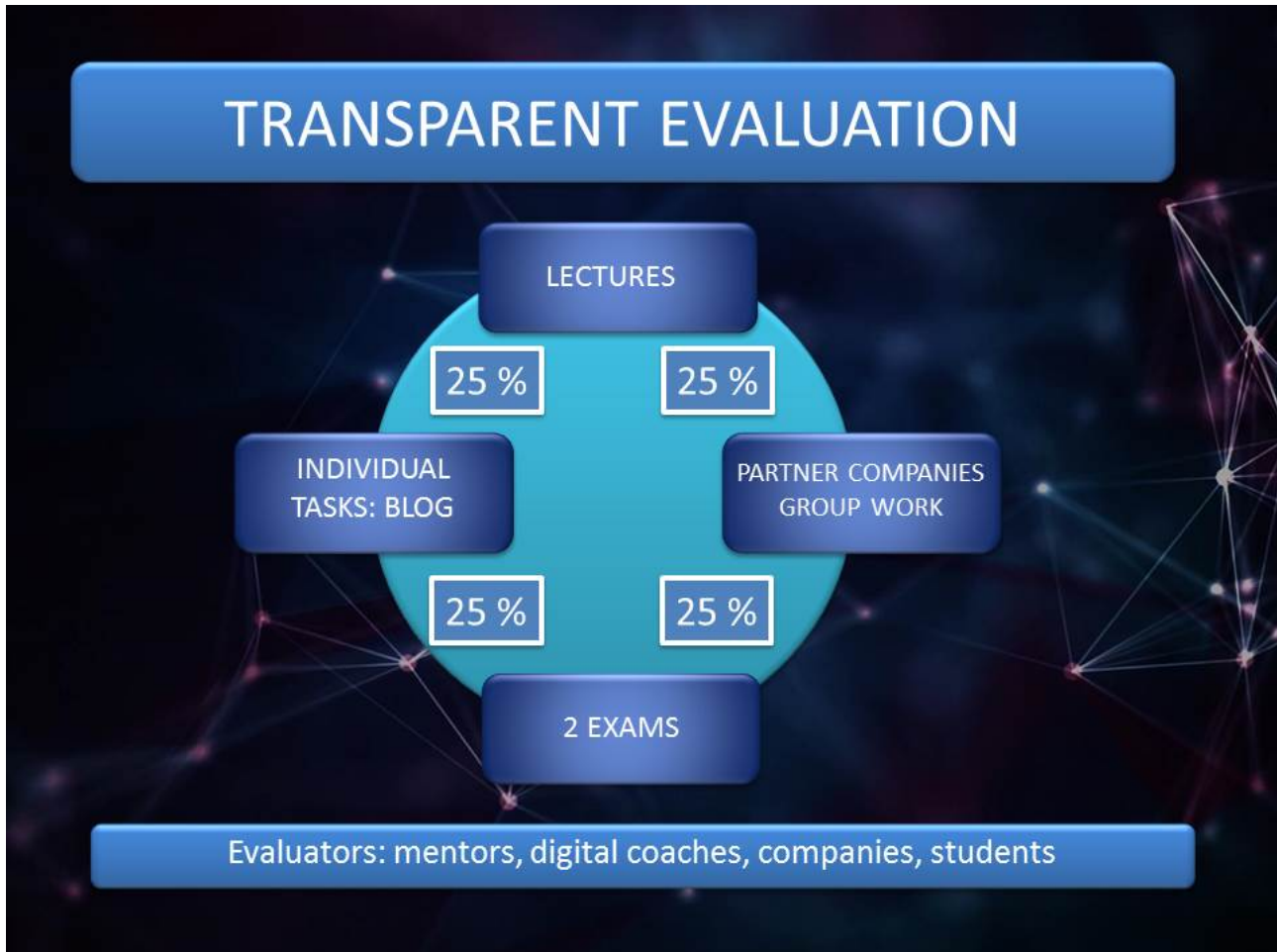
We are delighted to have real companies involved in the studies. Each group will get a partner company for their studies and they will do tasks for the company as a team. Each team will have a digital coach and mentor to support their work. More info about the partner companies will be given during the lectures. For those students who are willing to become entrepreneurs there is a special option to do some of the tasks for their own (future) company.

Virtual course

There is a mandatory virtual course (5 credits) at the same time with the lectures. It is part of the “DEVELOPING eSERVICES” -course. More info at lectures.

EVALUATION

The evaluation is based on different tasks and learning methods:



EVALUATION IS BASED ON

Blogs 25 %
Attendance on Class 25 %
Groupwork 25 %
Exams 25 %

The students will get points when they write blogs, attend on class, finish their group work for companies, and take part in exams. There is a separate evaluation sheet that is updated during the course.

Grades for the course DIGITAL BUSINESS MODELS (31.8.-27.9.):

0 = 0 – 12 points (failure)

1 = 13-15 points

2 = 16-19 points

3 = 20-25 points

4 = 26 -28 points

5 = 29> points

0 (fail)	1	2	3	4	5
0-12	13-15	16-19	20-25	26-28	29-30

Grades for the course DEVELOPING DIGITAL BUSINESS & DEVELOPING eSERVICES:

0 = 0 – 64 points (failure)

1 = 65-74 points

2 = 75-84 points

3 = 85-94 points

4 = 95-104 points

5 = 105> points

0 (fail)	1	2	3	4	5
0-64	65-74	75-84	85-94	95-104	105->

If the student gets grade 4-5, she/he is qualified to become a digital coach in the future courses.

Evaluation criteria for blogposts

POINTS	BLOGPOST REQUIREMENTS: each 0-3 points	SPECIAL FOCUS:
3 p	<ul style="list-style-type: none"> • The blog is strongly connected with the current theme in the course • Student shows capability to think herself/himself: personal learnings, innovative ideas • Student uses her/his own ideas to analyze the theory learnt during the week • The content refers to the Laurea lecturers and/or guest lecturers • The content includes headlines • Blog includes relevant pictures/video/slideshare-material etc (embedded and/or own photos/videos/presentations) • Blog is easily sharable in social media (sharing buttons) • The blog includes several relevant external links to the topic • The blogpost includes flawless written or spoken language • The blog is published prior to the deadline: each week's Sunday • Overall the blog is relevant, enjoyable to read/watch, and shows great quality • +Possible other advices given during the course 	<ul style="list-style-type: none"> • CONTENT & LEARNINGS • VISUALITY • ADDITIONAL MATERIAL • SHARABILITY • LANGUAGE • PUNCTUALITY • OVERALL EXPERIENCE • LANGUAGE: English
2 p	<ul style="list-style-type: none"> • The blog is connected with the current theme in the course • Personal learning experiences are written in the blog • Blog includes minimum 1 picture or video (own or embedded) • Blog includes at least one external link to the topic • The blogpost includes good written language • The blog is published prior to the deadline: each week's Sunday • +Possible other advices given during the course 	<ul style="list-style-type: none"> • CONTENT & LEARNINGS • VISUALITY • ADDITIONAL MATERIAL • LANGUAGE • PUNCTUALITY • OVERALL EXPERIENCE
1 p	<ul style="list-style-type: none"> • The blog is connected with the current theme in the course • Personal learning experiences are written in the blog • +Possible other advices given during the course 	<ul style="list-style-type: none"> • CONTENT & LEARNINGS • PUNCTUALITY • OVERALL EXPERIENCE

Attendance on classes

Students will get 1,5 points from each Monday & Thursday when they are actively involved in the lectures and workshops provided.

Maximum amount of absense:

- Digital business models (31.8.-27.9.): 2 times
- Developing eServices and Developing Digital Business (28.9.-10.12.): 6 times

Group works

Students work weekly on groups and they prepare a presentation or other document that is required for each week's Thursday. The presentations will take place on Thursday morning. Each group work will be evaluated 0-3 points.

Evaluation criteria varies, but the evaluators are mentors, digital coaches and possibly partner companies and other involved persons.

Group works must be returned to Google Drive by Wednesdays 23.59.

[Google Drive in this link.](#)

Exams

Please find dates and reading material below. More detailed info about the exams will be given during the course.

LAUREA	READING REQUIREMENTS FOR THE EXAMS – DIGITAL BUSINESS MODULE
EXAM 1 29.10.	<ul style="list-style-type: none">• Lecture material and topics discussed at Laurea 28.9.-29.10.2015• Lehti, M., Rouvinen, P. & Ylä-Anttila, P. (2012) Suuri hämmennys. Työ ja tuotanto digitaalisessa murroksessa. Taloustieto Oy. (126 pages).• Paajanen, R., Kuosmanen, P., Talvitie, J. & Juopperi, J. (2012) Digital services – The next boom – White paper. Tieto- ja viestintäteollisuuden tutkimus TIVIT Oy. (12 pages).• Tuottava ja uudistuva Suomi. Digitaalinen agenda vuosille 2011–2020. Arjen tietoyhteiskunnan neuvottelukunta, Liikenne- ja viestintäministeriö. (52 pages)
EXAM 2 3.12.	<ul style="list-style-type: none">• Lecture material and topics discussed at Laurea 29.10.-3.12.2015• Pennanen, R. (toim.) (2013) 21 polkua Kitkattomaan Suomeen. Innovaatio 4/2013. TEM. (85 pages).• Palvelutalouden murros ja digitalisaatio – Suomen kasvun mahdollisuudet. 3/2015. TEM. (133 pages)• Kurkela I. (2015) Digital Humanism Combines Rhetoric and Modern Marketing. Austria. (5 pages)• BOOK: Taivas + Helvetti vol. 2 or 3 or Urheilija-edition.

DIGITAL BUSINESS MODELS 5 credits

31.8.-27.9.2015

Contact person: Senior Lecturer Anna Ikonen

Students will create their own personal blog.

Students will create LinkedIn profile.

Students will record personal Elevator pitch 2 min, and update to their blog.

Personal perspective

MODULE 1: INTRODUCTION

31.8. MONDAY

10- Introduction Anna Ikonen, Ilkka Kurkela, Marjo Ruuti + Coaches

11:00-14 Living in a digital world presentation. Goals & Rules

Learning Cafe: A day in your digital life. Write down the entire web, social and mobile sites and apps you visit during an average day and what you do there.

Homework

Group work: Goals & Rules

Read this blogpost before the next class:

<http://www.digitalbusiness.gov.au/2014/07/16/digital-strategies-theyre-a-big-deal/>

31.8.-3.9. MON-THU Group work

4.9. FRIDAY

12- How to create a blog:

- create your individual blog
- send the URL to your coach
- make sure to have the first post published by Sunday at 23.59 latest

13 Group presentations (Monday task) goals + blog

13:30 **“Small Talk”**

MODULE 2: PERSONAL BRANDING & MARKETING COMMUNICATION

7.9. MONDAY

10- 11 Personal branding, LinkedIn

11- **Elevator pitch (instructions)**

11:30 - Lunch

12-13 Pitches in groups

Homework - make a video of your pitch and upload it on your blog

7.9.-9.9. MON-WED Group work

10.9. THURSDAY

10- **Marketing communication**

12.30 **Lunch**

13 **“Small Talk”**

MODULE 3: COMMUNICATION & CULTURAL SKILLS

14.9. MONDAY

10-12 **Principles of communication and culture skills.**

This assignment asks you to explore the potential effects of the cultural patterns (beliefs, values, norms, and social practices) of one culture of your choice (different than your own).

For the presentation you are to select a culture and research the cultural and communication patterns that are dominant in that culture.

13-14 Culture aspects in marketing

14.9.-16.9. MON-WED Group work

17.9. THURSDAY

10-11 Group presentations –culture

11-12.30 Culture

12.30 **Lunch**

13 **“Small Talk”**

MODULE 4: DIGITAL SALES, LANDING PAGES, LEAD NUTRITION

21.9. MONDAY

10 - Digital sales, landing pages subscriptions, lead nutrition

21.9.-23.9. MON-WED Group work

24.9. THURSDAY

10-11 **Lead nutrition reading group presentations**

12.30 **Lunch**

13 **“Small Talk”**

DEVELOPING eSERVICES & DEVELOPING DIGITAL BUSINESS

10 + 10 credits 28.9.-13.12.2015

Contact person: Senior Lecturer Ilkka Kurkela

Students will use their own personal blog weekly: One update each Sunday

Students will grow their network to 50-100 connections in LinkedIn.

Students will learn the basics of web-analytics.

Learning-goals. Students will learn...

- ... Skills & tools that are relevant in digital working life
 - ... Online marketing & sales integration
 - ... Difference of paid, owned, shared and earned media
 - ... Content marketing, Blogs
 - ... Social media marketing
 - ... Search engine optimization (SEO) and Search engine marketing (SEM)
 - ... The potential of online customer service
 - ... To understand relevant law issues in digital business (immaterial, privacy etc.)
 - ... to improve their communication skills
-
- ... Have concrete tasks for real-life companies

PRE-ASSIGNMENT

Prepare minimum 3 questions for your company representative. Browse through company's webpages & social media sites.

MODULE 1: COMPANY PRESENTATIONS, PROBLEM SOLVING

The goal of the week is to introduce the partner companies and create an atmosphere that boosts hard working for the companies.

We will have a special guest, Jyri Rasinmäki from Vapa Media. Jyri will talk about problem solving, the importance of thinking and most importantly: why is it important to learn to ask the right questions? The idea is to steer the group work into best possible direction.

28.9. MONDAY

10-12, **Kick-off & Company presentations – Ilkka & Companies**

12-13, **Lunch**

13-14, **Assignment instructions – Companies representatives**

28.9.-30.9. MON-WED Groupwork on company development project

1.10. THURSDAY

10-11 Problem Solving - Jyri Rasinmäki, Vapa Media

11-12.30 **Group work presentations**

12.30 **Lunch**

13 **“Small Talk”**

4.10. SUNDAY

Individual blogpost about personal learnings.

MODULE 2: VISUALITY AS THE KEY IN ONLINE ENVIRONMENT

The students will understand the basics about photographing, creating videos and why it is so important to have visual material online? What elements of story telling should you include in your visual content?

We will have two lectures that dive into the importance of visuality. One by Pekka Tuominen from Digipeople Studios and one by Faysal Hasan, a professional photographer.

WEEKLY TASK:

Google 3 websites that are visually stunning

Google 3 websites that are awful looking

Analyze all of them. Why are they stunning / awful?

Based on this exercise and the theory lectured by Faysal Hasan and Pekka Tuominen

- 1) analyze your company's website's visual elements
- 2) provide at least 3 alternative development ideas for your group's partner company's performance

Be prepared to present your findings 19.10. Monday.

5.10. MONDAY

10-11, Digital Coach lecture: "Photography" – Faysal Hasan

11-12, Content marketing – Pekka Tuominen, CEO, Digipeople Oy

5.10.-7.10. MON-WED Group work

8.10. THURSDAY – URASUUNNITTELUPÄIVÄ, Leppävaara

11.10. SUNDAY

Individual blogpost about personal learnings.

LECTURE BREAK: 12.10.-18.10

No teaching during 12.-18.10. (autumn break for Laurea staff.)

MODULE 3: CONTENT MARKETING & SOCIAL MEDIA

In this module students will dive into the content marketing & social media realm. Our guest speaker Terhi Aho from Tulos will give us updated information about the current state of content marketing and search engines.

Content is king, but why? How to combine your social media channels with other marketing communication? How to make sure you have enough resources to manage your social media.

Weekly task:

- analyze your company's social media strategy
- do a competitor analyze on social media
- create development ideas for the company

19.10. MONDAY

10-11 **Content & Search Engines – Terhi Aho, Tulos Oy**

11-12 **Group work presentations, 4 groups**

12- **Lunch**

12.30 **Instructions for the next group work – Ilkka / Bishnu**

19.-21.10. **MON-WED** Group work + **Company representative meetings**

22.10. THURSDAY

10-11 **Digital Coach: “Some Marketing” – Bishnu Rana**

11-12.30 **Groupwork presentations – Student's**

12.30 **Lunch**

13 **“Small Talk”**

25.10. SUNDAY

Individual blogpost about personal learnings.

MODULE 4: THE WORLD OF BLOGGING + EXAM 1

How to combine your passion with what you do for living? We will have an exciting guest speaker Ilpo Kärkkäinen, who is an internationally successful DJ and music producer. He has understood the power of blogs and social media and he has found out a way to combine what he loves to do in to entrepreneurship. He will tell us the story of “Resoundsound” with lots of hints how to succeed in different problems in working life.

Why is it important to have a blog? Who should be the writers? Should it be videos, photos or just text? How to get the customers to write for you?

Weekly task:

- analyze your company's blogging activity
- competitor analysis
- suggestions for blogging with a real calendar including topics and possible bloggers

26.10. MONDAY

10-11 **Company blogs – Ilkka Kurkela**

11-12 **Blogging guest lecture– Ilpo Kärkkäinen, Resoundsound**

26.-28.10. MON-WED Group work

29.10. THURSDAY

10-13 **Exam 1**

1.11. SUNDAY

Individual blogpost about personal learnings.

MODULE 5: WEBSITE ESSENTIALS, SPORTS BRANDING, SEO

There are numerous tools to see if your website is performing well compared to your competitors. We will go through the basic elements of a website and study the essentials in websites.

We will also get a high class speaker as our honored guest, as Dr. Arto Kuuluvainen will give us a lecture about sports branding and we will combine his themes into the digital world, especially websites.

Why is it important to have a responsive website? Why should you measure your website's visitors? How could you use that information to boost sales?

Weekly task:

- keyword analysis of your company
- competitor analysis
- SEO-plan for your company

2.11. MONDAY

10-11 Digital marketing Case Kakkugalleria – Sofia Auranen, Alumni
11-12 Sports Branding - Arto Kuuluvainen, M3 Research

2.11.-4.11. **MON-WED Company representative meeting & Groupwork**

5.11. THURSDAY

10-11 Digital Coach lecture: "SEO" – Javed Kaiser
11-12.30 Groupwork presentations – Students
12.30 Lunch
13 "Small Talk"

8.11. SUNDAY

Individual blogpost about personal learnings.

MODULE 6: LAW ISSUES

In the rapidly changing world one must take law issues into consideration - especially online, where the pace of interaction between company and consumer is fastening daily.

The question of immaterial rights? What is an electronic contract? Pros and cons of electronic business from law perspective? Etc.

9.11. MONDAY

10 Law Issues in Digital Landscape – Marjaana Marmo

9.-11.11. MON-WED Group work

12.11. THURSDAY

10-11 Law issues – Marjaana Marmo

12 Coaches lecture

13 “Small Talk”

15.11. SUNDAY

Individual blogpost about personal learnings.

MODULE 7: VALUES

What is really important in life? What do you want to be known for? What is it that you REALLY want to achieve? Who are the important people for you. If you have the courage, nothing can stop you. Attitude is everything.

The CEO of ZEF Solutions Ltd., Jaakko Alasaarela, will be our honored guest and he will share us the unimaginable story of ZEF and how important it is to dream, work hard, and never give up.

Weekly task:

- valuelworkshop: why shared values are the key for successful business

Weekly task 2:

- Online customer service: analysis, and plan for your company

16.11. MONDAY

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|-------|---|
| 10-11 | Dream, Work Hard and Never Give Up – Jaakko Alasaarela, ZEF |
| 11-12 | Believe in yourself – Camilla Tuominen, CEO, Emotion Tracker |

16.-18.11. MON-WED Group work

19.11. THURSDAY

- | | |
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| 10-11 | Digital Coach lecture: “Online Customer Service” – Bui Duong |
| 11-12.30 | Group work presentations – Students |
| 12.30 | Lunch |
| 13 | “Small Talk” |

22.11. SUNDAY

Individual blogpost about personal learnings.

MODULE 8: TOOLS TO WORK FROM DISTANCE, CLOUD, GOOGLE TOOLS

Businesses are changing and the global perspective is reality for many companies. Why should companies come up with innovative ways to work? How to work from distance? Pros, cons. How is cloud technology affecting on leadership?

We will combine this module with the ones that students have studied earlier and we will have a special selection of important content marketing issues by Arman Nuri.

23.11. MONDAY

10-11 Cloud Technology and Leadership – Katja Järveläinen Gapps Oy
11-12 Digital Business – special guest

23.-15.11. MON-WED Group work

26.11. THURSDAY

10-11 Digital Coach lecture: “Content Marketing” – Arman Nuri
11-12.30 Groupwork presentations – Student’s
12.30 Lunch
13 “Small Talk”

29.11. SUNDAY

Individual blogpost about personal learnings.

MODULE 9: SHARING THE LEARNINGS & EXAM 2

During the studies all the students will come up with themes and topics that are not listed in this program. We believe that shared knowledge is the best knowledge and therefore on Monday 30.11. we will have a workshop in which everyone will share something that they have come up with in Fall.

Weekly tasks:

Prepare for the exam 2, finalize your final group work presentations

30.11. MONDAY

10-14 Sharing of the learnings - workshop

30.11-2.12. MON-WED Group work / Individual reading

3.12. THURSDAY

10-13 **Exam 2**

4.12. SUNDAY

Individual blogpost about personal learnings.

MODULE 10: FINAL PRESENTATIONS

The fall will be completed on Thursday 10.12. when each group will give a final presentation to their partner company. In this session they will showcase their biggest and most important development suggestions for the companies. The company representatives and Laurea staff including digital coaches will evaluate the presentations.

On Monday the students have the possibility to ask for help face2face if needed.

7.12. MONDAY

10-14 Coaching session, help available if needed

7.-9.12. MON-WED Group work finalization

10.12. THURSDAY

10-11 **FINAL PRESENTATIONS, Company representatives evaluation**

13 **Feedback & ending of the module**

14.12. SUNDAY

Individual blogpost about personal learnings. What did you learn during the whole autumn? Changes in your mindset? Feelings? Wrap it up and make sure you focus on these learnings in your life! 😊