



Short course on business modeling and market analysis

Hybrid short course, May 4-6, 2022

Organizers: OU, GTK

Location at University of Oulu and Zoom

PhD and Master students are invited to participate in a 2 ECTS doctoral course on Market analysis, Business Models, Strategies and Go-to-Market plans. The hybrid short course “Business modeling and market analysis” is organized by MinExTarget EIT Raw Materials project, University of Oulu (OU), Oulu Business School, Martti Ahtisaari Institute, in collaboration with Geological Survey of Finland (GTK). The course is open to both project’s own and external students and project participants.

The Business modeling and market analysis is a subject and industry-specific course focusing on the Mining Exploration. It aims to acquaint students with market analysis, business models, and go-to-market planning at strategic level. By the end of the course the students will have gained skills and knowledge on the above-mentioned topics applied to mining exploration context.



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Upon completion of the course, the students will;

- Be familiar with different tools and methods for conducting market research
- Be familiar with the key areas of business model thinking and application
- Understand the trends and directions of mining exploration business
- Be able to apply the contents in their own work in practice

The course consists of lectures, practical work and discussions. The students participating the short course will receive a participation certificate after the course. It is also possible for professionals and students to attend lectures without participating the short course practical work in small groups and discussion sessions.

Requirements for the course:

Education: Bachelor degree and higher in field of geology, geosciences, and/or mineral exploration, **PhD students are prioritized.**

Maximum number of students participating in a 2 ECTS doctoral course: 30

Registration [here](#). Registration within **April 29, 2022**. Please add on registration your active email address where the link to the lectures will be sent. Participation certificate is not included for participants who are attending only lectures.

Participants for lectures: 50

Price: Participation on Short course and lectures is free.

PROGRAM

Day 1.

Time (EEST)

12.00-13.45	Session 1. Lecture Market analysis (2 case studies): Timo Koivumäki (OU)
13.45-14.00	Break
14.00-15.50	Session 2. Workshop Market analysis exercises: Timo Koivumäki, Petri Ahokangas, Nina van Vuplen (OU)
15.00-16.00	Break
16.00-17.00	Session 3. Wrap-up Team presentations and discussion: Timo Koivumäki (OU)



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Day 2.

Time (EEST)

- 12.00-13.45 Session 4. Lecture
Business model and strategies: Petri Ahokangas (OU) (Case MinExTarget Oy)
- 13.45-14.00 Break
- 14.00-15.50 Session 5. Workshop
Business model exercises: Petri Ahokangas, Timo Koivumäki, Nina van Vulpen (OU)
- 15.00-16.00 Break
- 16.00-17.00 Session 6. Wrap-up
Team presentations and discussion: Petri Ahokangas (OU)

Day 3

Time (EEST)

- 12.00-13.45 Session 7. Lecture
Go to market planning: Petri Ahokangas (OU)
- 13.45-14.00 Break
- 14.00-15.50 Session 8. Workshop
Go to market exercises: Petri Ahokangas, Timo Koivumäki, Nina van Vulpen (OU)
- 15.00-16.00 Break
- 16.00-17.00 Session 9. Wrap-up
Team presentations and discussion: Petri Ahokangas, Timo Koivumäki, Nina van Vulpen (OU)