

Implementation plan Missing

Study unit	International Sales and Key Account Management (00742), 10.0
Implementation	HBA1113: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	MANAGING A BUSINESS IN THE GLOBAL MARKETPLACE (104)
Groups	Primary: HBA09SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	-
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Open UAS student: No Suitable for virtual UAS:
Teachers	De Arruda Camara Antonius (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	
Focus areas	
Evaluation at the latest	Storing of graded material ends.:
Exam days	
Having completed the study unit the student is able to	• determine and implement key account management strategies • communicate and negotiate in a demanding business environment • manage sales organizations • manage bids, sales negotiations, closing of deals and assessment of customer profitability • use consistent and analytical customer information
Previous studies	