

Implementation plan Being edited

Study unit	International Sales and Key Account Management (00742), 10.0
Implementation	HBA1121: 2/2011-2012 (13.02.2012 - 07.05.2012)
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	28.11.2011 08:00 - 04.12.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Pirttineva Maarit (Teacher in charge), Fischer Pirjo (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	07.06.2012 Storing of graded material ends.: 20.06.2013
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	
Study material	Jobber, D. & Lancaster, G. 2006 Selling and Sales Management. Harlow. Pearson Education Limited- Pages TBAMcDonald, M. & Woodburn, D. 2007 Key Account Management - The Definitive Guide. Burlington. Butterworth - Heinemann. Pages TBALecture material
Tutoring and communication	The course starts week 7.
Evaluation criteria and methods	Evaluation is based on assignments, exercises (50%) and on exam (50%). Learning diary pass/fail. All three parts must be successfully completed.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
		Introduction/Pirttineva			
13.02.2012	9 - 15	Pirttineva, Fischer			
20.02.2012	9 - 15	Fischer			
27.02.2012	9 - 15	Fischer			
05.03.2012	9 - 15	Fischer			
12.03.2012	9 - 15	Pirttineva			

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19.03.2012	9 - 15		Pirttineva			
26.03.2012	9 - 15		Pirttineva			
02.04.2012	9 - 15		Pirttineva			
09.04.2012			No meeting			
16.04.2012	9 - 15		Pirttineva			
23.04.2012	9 - 15		Fischer, Pirttineva			
30.04.2012	9 - 11.30		Pirttineva			
07.05.2012	9 - 11.30		Feedback			