

Implementation plan Finished

Study unit	Sustainable Business (01537), 5.0
Implementation	CCA1611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	Kettunen, Koivusalo, visiting lecturers
Number of participants	Minimum: Maximum: 44
Enrolment period	16.05.2016 08:00 - 21.08.2016
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Kettunen Juhani (Teacher in charge), Koivusalo Kaija (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	Security, safety and social responsibility
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	
Having completed the study unit the student is able to	The Sustainable Business studyunit develops the topics and themes introduced in the compulsory CSR study unit.
Previous studies	