

Implementation plan Finished

Study unit	Innovation Process of Products and Services (A0149), 10.0
Implementation	HBA1021: 2/2010-2011 (03.01.2011 - 20.06.2011)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	29.11.2010 08:00 - 05.12.2010
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Tissari Lassi (Teacher in charge), Saarela Mervi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 7 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.07.2011 Storing of graded material ends.: 20.06.2012
Exam days	
Having completed the study unit the student is able to	• Understand the meaning of an innovation • Start a product/service development process • Investigate and analyse customers, customer needs and markets • Carry out idea generation and screening • Develop a concept from an idea • Connect qualitative research methods to quantitative research methods in the product development project • Determine the cost and price of a new product/service
Previous studies	
Contents	• Innovation process • Idea generation and screening methods and tools • Product/service development process • Developing a concept from an idea • Investigate and analyse customers, customer needs and markets • Develop a concept from an idea • Research methods in the product/service development project • Pricing of products and services
Evaluation criteria and methods	Attendance at lectures and workshops, examinations and project report
Other arrangements	Week 5 Introduction Week 6 Idean generation Week 7 Idea generation and screening Week 8 Visiting Nuuksio Week 9 Developing products and Services Week 10 Creating Concept and Concept testing Week11 Creating Concept and Concept testing Week 12 Presentations Week 13 Pricing of products and services

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	Week 14 Workshop Week 15 Workshop Week 16 Workshop Week 17 Workshop Week 18 Deadline of Project Week 19 Presentations
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