

Implementation plan Finished

Study unit	Innovation Process of Products and Services (A0149), 10.0
Implementation	HBA1121: 2/2011-2012 (01.02.2012 - 23.05.2012)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA11SN 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	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 Language: English Virtuality: 0 cr Integration of R&D: 7 cr
Implementation class	
Focus areas	
Evaluation at the latest	22.06.2012 Storing of graded material ends.: 22.06.2013
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