

Implementation plan Finished

Study unit	Innovation Process of Products and Services (A0149), 10.0
Implementation	HBA1221: 2/2012-2013 (17.01.2013 - 21.06.2013)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
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), Harmoinen Päivi (Other teacher), Salmi Laura (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	Re-exams: 21.03.2013, 02.05.2013
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

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
23.01.2013	12:30	3	Lassi Tissari		
24.01.2013	12:30	3	Päivi Harmoinen		
30.01.2013	12:30	3	Lassi Tissari		
31.01.2013	12:30	3	Päivi Harmoinen		

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06.02.2013	12_30	3	Lassi Tissari			
13.02.2013	12:30	3	Lassi Tissari			
14.02.2013	12:30	3	Lassi Tissari			
20.02.2013			Self-study			
21.02.2013			Self-study			
27.02.2013	12:30	3	EXAM			
28.02.2013	12:30	3	Päivi Harmoinen			