

Implementation plan Finished

Study unit	Innovation Process of Products and Services (A0149), 10.0
Implementation	HBA1321: 2/2013-2014 (15.01.2014 - 14.05.2014)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA13SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Tissari Lassi (Teacher in charge), Nieminen Susanna (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: 22.05.2014, 10.06.2014
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
15.01.2014	12:30	3	Lassi Tissari		
16.01.2014	12:30	3	Päivi Harmoinen		
23.01.2014	12:30	3	Lassi Tissari		
29.01.2014	12:30	3	Päivi Harmoinen		

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30.01.2014	12:30	3	Lassi Tissari			
05.02.2014	12:30	3	Lassi Tissari			
06.02.2014	12:30	3	Lassi Tissari			
12.02.2014			Self-study			
13.02.2014	12:30	3	Self-study			
19.02.2014			EXAM			
20.02.2014			Päivi Harmoinen			
26.02.2014	12:30	3	Susanna Nieminen			
27.02.2014	12:30	3	Lassi Tissari	EXAM		
05.02.2014	12:30	3	Susanna Nieminen			
06.02.2014	12:30	3	Susanna Nieminen			
12.03.2014	12:30	3	Susanna Nieminen			
13.03.2014	12:30	3	Laura Salmi			
19.03.2014	12:30	3	Lassi Tissari			
20.03.2014	12:30	3	Laura Salmi			
26.03.2014	12:30	3	Lassi Tissari			
27.03.2014	12:30	3	Lassi Tissari			
02.04.2014			Self-study			
03.04.2014	12:30	3	Laura Salmi			
16.04.2014			Self-study			
23.04.2013	12:30	3	Lassi Tissari			
24.04.2013	12:30	3	All			
07.05.2014	12:30	3	All			
08.05.2014	12:30	3	All			
14.05.2014	12:30	3	All	Presentations on 14.5 OR 15.5		
15.05.2014	12:30	3	All			