

Implementation plan Finished

Study unit	Commercialisation of Products and Services (A0150), 5.0
Implementation	HBA1022: 2/2010-2011 (03.01.2011 - 20.06.2011)
Type	INITIATION OF PROFESSIONAL GROWTH (A025)
Groups	Primary: HBA10SN Others :
Involved in the project	
Lecturers	Kati Tawast, Jukka Linna
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: No
Teachers	Tawast Kati (Teacher in charge), Linna Jukka (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 5 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	- plan the commercialisation of products and services - understand the importance of customer oriented marketing operations
Previous studies	
Study material	Kotler, P., Keller, K., Brady, M., Goodman, M. & Hansen, T. 2009. Marketing Management. Rotolito Lombarda: Pearson Education Limited
Tutoring and communication	Tutoring and communication via Optima.
Evaluation criteria and methods	EXCELLENT grade 5 Students are able to: • Apply professional concepts expertly. • Comply with occupational safety instructions responsibly and independently. • Justify activities using research knowledge. • Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Act in customer-oriented ways and according to the situation. • Promote group activities. • Able to critically apply ethical principles in the subject field in one's conduct and tasks. GOOD grade 3 Students are able to: • Apply professional concepts systematically. • Apply occupational safety instructions in their activities. • Justify, compare and analyse their activities using general guidelines.

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	• Able to cope independently in different tasks in each operating environment. • Apply acquired techniques and models diversely. • Act professionally in customer situations. • Work in a group in line with objectives. • Justify their activities in accordance with ethical principles. SATISFACTORY grade 1 Students are able to: • Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. • Act safely, although activities are often schematic/ experimental/ fumbling/ self-involved. • Comply with rules and instructions, and justify their activities using provided instructions. • Act appropriately under guidance. • Use acquired techniques and models. • Take customers into account in their actions. • Act as group members. • Act in accordance with ethical principles.
Other arrangements	Starting in week 2 2011.