

Implementation plan Being edited

Study unit	Commercialisation of Products and Services (A0150), 5.0
Implementation	HBA1121: 2/2011-2012 (02.01.2012 - 22.06.2012)
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	Tawast Kati (Teacher in charge)
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	22.07.2012 Storing of graded material ends.: 22.06.2013
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	