

Implementation plan Finished

Study unit	Strategic B-to-B Marketing Management (A0154), 10.0
Implementation	HBA1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A026)
Groups	Primary: HBA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Backlund Ove (Teacher in charge), Tawast Kati (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: 1 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	22.07.2012 Storing of graded material ends.: 22.06.2014
Exam days	Re-exams: 08.11.2012, 29.11.2012, 17.01.2013
Having completed the study unit the student is able to	• Seek and analyse information on different international trading, political, monetary and cultural environments • Determine appropriate research approaches for B-to-B markets • Plan and execute business in complex B-to-B environments and throughout the supply chain • Develop control tools for the strategy
Previous studies	