

## Implementation plan Finished

|                                                               |                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Strategic B-to-B Marketing Management (A0154), 10.0                                                                                                                                                                                                                                                                                                                                              |
| <b>Implementation</b>                                         | HBA1221: 2/2012-2013 (07.01.2013 - 21.06.2013)                                                                                                                                                                                                                                                                                                                                                   |
| <b>Type</b>                                                   | DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A026)                                                                                                                                                                                                                                                                                                                                              |
| <b>Groups</b>                                                 | Primary: HBA11SN Others :                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Enrolment period</b>                                       | 26.11.2012 08:00 - 02.12.2012                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Main timing for implementation</b>                         |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Applicability</b>                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> No <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> No                                                                                                                                                                                                                                                                |
| <b>Teachers</b>                                               | Backlund Ove (Teacher in charge), Tawast Kati (Other teacher)                                                                                                                                                                                                                                                                                                                                    |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Main location for implementation</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Implementation method</b>                                  | Optima realization/student group, Other method of implementation, Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 1 cr <b>Integration of R&amp;D:</b> 5 cr                                                                                                                                                                                                                       |
| <b>Implementation class</b>                                   |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Focus areas</b>                                            |                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Evaluation at the latest</b>                               | 22.07.2012 <b>Storing of graded material ends.:</b> 22.06.2014                                                                                                                                                                                                                                                                                                                                   |
| <b>Exam days</b>                                              | <b>Re-exams:</b> 08.11.2012, 29.11.2012, 17.01.2013                                                                                                                                                                                                                                                                                                                                              |
| <b>Having completed the study unit the student is able to</b> | <ul style="list-style-type: none"> <li>• Seek and analyse information on different international trading, political, monetary and cultural environments</li> <li>• Determine appropriate research approaches for B-to-B markets</li> <li>• Plan and execute business in complex B-to-B environments and throughout the supply chain</li> <li>• Develop control tools for the strategy</li> </ul> |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                                  |

## Learning events

| Date | o'clock/at h | Subject | Content                       | Status | Teachers |
|------|--------------|---------|-------------------------------|--------|----------|
|      |              |         | The course will start week 5! |        |          |