

Implementation plan Finished

Study unit	Sales Management (A0158), 5.0
Implementation	HBA1212: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA10SN 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: Yes
Teachers	Tawast Kati (Teacher in charge), Pirttineva Maarit (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: 2 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.01.2013 Storing of graded material ends.: 21.12.2013
Exam days	
Having completed the study unit the student is able to	- Communicate and negotiate in a demanding business environment - Manage a sales process - Manage sales organisations
Previous studies	
Project (name)	Sales project
Work strain	See more detailed programme in the section "Oppimistapahtumat.
Other arrangements	Orientation 6.9.20, 12 9-11.30. Only those who are present will confirm their participation in the study unit.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
06.09.2012	12.30-15	2	Orientation Presentation of the study unit-goals, working methods and evaluation. Kati Tawast *Cocktail -walking *Treasure hunt *Sending postcard to myself	Class	
13.09.2012	12.30-15	2	Sales process & sales technique Sales process & sales technique will be practised in interactive sales negotiations. Please be prepared to this workshop in advance. Kati Tawast	Class	
20.09.2012	12.30-15	2	Sales Person's Communication Skills Sales Person's Communication Skills	Class	
27.09.2012	12.30-15	2	Cross-cultural Cross-cultural negotiations. Maarit	Class	

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			negotiations	Pirttineva		
04.10.2012	12.30-15	2	Independent working	Cross-cultural negotiations. Maarit Pirttineva Learning assignment, teamwork: Do the marketing poster for the Laurea student project (Commercialisation of products & services). Create the marketing poster according to the instructions in Optima.		
11.10.2012	12.30-15	2	Customer Relationship Management	Customer Relationship Management. Ilaria Dalla Pozza Assignment 5: Contact the potential customers of the Laurea student project (Commercialisation of Products & Services). Fill into the customer database who has been contacted, when, by whom and what was the result.	Class	
18.10.2012	12.30-15	2	Management of sales organisations	Management of sales organisations. Maarit Pirttineva	Class	
25.10.2012	12.30-1330	30	Tutor discussion of the sales project	Status reporting and tutor discussion of the sales project. Book time for tutoring in advance by e-mail: kati.tawast@laurea.fi Kati Tawast	Class	
01.11.2012	12.30-15	2	Customer Knowledge & preparing the the exam	Customer Knowledge & preparing for the exam. Kati Tawast	Class	
08.11.2012	15-17	2	Exam of the study unit	Exam of the study unit. Maarit Pirttineva	Class	
15.11.2012	12.30-15	2	Independent working	Independent working (Sales project).		
22.11.2012	12.30-15	2	Independent working	Independent working (Sales project).	Class	
29.11.2012	12.30-15	2	Presentation of sales project results	Presentation of sales project results. Kati Tawast	Class	
13.12.2012	12.30-14	1	Feedback discussion of the study unit	Feedback discussion of the study unit. Kati Tawast	Class	