

Implementation plan Finished

Study unit	Sales Management (A0158), 5.0
Implementation	HBA1412: 1/2014-2015 (25.08.2014 - 23.12.2014)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Nisula Janne-Valtteri (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 0 cr Integration of R&D: 1 cr
Implementation class	
Focus areas	
Evaluation at the latest	06.01.2015 Storing of graded material ends.: 20.12.2015
Exam days	Real: 13.11.2014 Re-exams: 04.12.2014, 22.01.2015
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	
Previous studies, more information	SCHEDULE HAS BEEN UPDATED 17 SEPTEMBER Reserve all contact dates in your schedule! Thu 9-11.30, weeks 36-51

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
04.09.2014	12.30-15.00	Start & Intro		Presence required!	
11.09.2014	12.30-15.00	Selling ? the core of business	Marketing is selling – selling is marketing		
18.09.2014	12.30-15.00	Building selling messages 1			
25.09.2014	12.30-15.00	Group work with assignment	No contact session but class time reserved for working with the assignment PUT YOUR IDEAS AND ALL YOUR WORK MATERIAL IN OPTIMA AFTER THE SESSION! (I will check that you were working and there is some material in your folder next week)		
02.10.2014	12.30-15.00	Personal sales work 1	Building trust – building relationships		
09.10.2014	12.30-15.00	Building	Pitch 1 Janne Vahvaselkä		

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			selling messages 2			
16.10.2014	12.30-15.00		Personal sales work 2	Pitch 2 Profitability of business Different clients		
23.10.2014	12.30-15.00		Selling techniques	J-V.		
30.10.2014	12.30-15.00		Objections & closing	J-V.		
06.11.2014	12.30-15.00		Building sales force	Run by Sari Kupari		
13.11.2014	12.30-15.00		Exam		Presence required	
20.11.2014	12.30-15.00		Managing sales work 1	Key Accounts & Portfolios Run by Sari Kupari		
27.11.2014	12.30-15.00		Managing sales work 2 / Sales concepts and marketing strategies	Run by Sari Kupari		
04.12.2014	12.30-15.00		Pitching your ideas!	Pitch 3 Building and doing sales presentations Pitching your ideas for your assignment! J-V. most likely also Janne Vahvaselkä	Presence required!	
11.12.2014	12.30-15.00		Re-take exam	Re-take exam		