

Implementation plan Finished

Study unit	Customer Relationship Management (A9267), 5.0
Implementation	MEA1721: 2/2017-2018 (08.01.2018 - 15.06.2018)
Type	BUSINESS AND ENTREPRENEURSHIP IN THE SERVICE FIELD (A910)
Groups	Primary: MEA217SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	27.11.2017 08:00 - 08.12.2017
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Antinluoma Sirkka (Other teacher), Jääskeläinen Sari (Other teacher), Vakkuri Miia (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 1 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	15.07.2018 Storing of graded material ends.: 15.06.2019
Exam days	
Having completed the study unit the student is able to	The student is able to • build and develop customer relationships • manage customer relationships
Previous studies	