

Implementation plan Finished

Study unit	Customer-Oriented Business Development and Marketing (A9480), 10.0
Implementation	HBA1721: 2/2017-2018 (08.01.2018 - 22.06.2018)
Type	BUSINESS DEVELOPMENT (R039)
Groups	Primary: HBA217SN 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: No
Teachers	Backlund Ove (Teacher in charge), Setälä Sini (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	22.07.2018 Storing of graded material ends.: 22.06.2019
Exam days	
Having completed the study unit the student is able to	The student is able to: • evaluate prerequisites for customer#oriented operation, and different customer needs and solutions • develop customer#oriented business models and processes • develop customer#oriented products and services • choose the right marketing measures for different target groups
Previous studies	