

Implementation plan Finished

Study unit	B2B Customer Relations & Sales Management (F7101), 5.0
Implementation	CCF1521: 2/2015-2016 (14.01.2016 - 17.03.2016)
Type	DIGITAL BUSINESS (F040)
Groups	Primary: CCF15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Jussila Annukka (Teacher in charge), Kyttä Janika (Other teacher), Mononen Asko (Other teacher)
Campus	Laurea Lohja
Main location for implementation	
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	17.04.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • define customer lifecycle value • create a customer strategy • segment the customers • create processes for managing customer relationships • use the sales management tools and methods
Previous studies	