

Implementation plan Finished

Study unit	B2C Consumer at Focus (F7105), 5.0
Implementation	CCF1611: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	DIGITAL BUSINESS (F040)
Groups	Primary: CCF16SY Others :
Involved in the project	
Lecturers	Annikka Jussila, Asko Mononen
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes 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: 2 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • understand consumer behavior • understand elements of consumer experience • understand consumer journey & touchpoints • understand the online consumer
Previous studies	