

Implementation plan Finished

Study unit	Understanding Customer Behaviour (R0230), 5.0
Implementation	HBA1711: 1/2017-2018 (28.08.2017 - 22.12.2017)
Type	BUSINESS OPERATIONS (R038)
Groups	Primary: HBA217SN Others :
Involved in the project	
Lecturers	Sini Setälä
Number of participants	Minimum: Maximum:
Enrolment period	15.05.2017 08:00 - 31.05.2017
Main timing for implementation	
Applicability	For exchange students: No For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Setälä Sini (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group Language: English Virtuality: 1 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	22.01.2018 Storing of graded material ends.: 22.12.2018
Exam days	
Having completed the study unit the student is able to	The student is able to: • define the factors that underlie customer actions, feelings and judgment processes • understand purchasing decisions from the perspective of the individual and the organization • analyze patterns and trends in customer behavior
Previous studies	
Learning objectives	Please see optima for details
Study material	Please see optima for details
Evaluation criteria and methods	Please see optima for details
Other arrangements	Presence is compulsory during the following sessions: 31.8.2017 Introduction 12.9.2017 Guest Lecturer 21.11.2017 Presentations

Learning events

Date	o'clock/ath	Subject	Content	Status	Teachers
31.08.2017	12.30-15	Introduction	Presence compulsory		
12.09.2017	12.30-15	Guest Lecturer: Cultural Differences			
19.09.2017	12.30-15	Customer Relationships			
26.09.2017	12.30-15	What Is Behaviour			
03.10.2017	12.30-15	Consumer Behaviour			
10.10.2017	12.30-15	Organizational Behaviour			
24.10.2017	9-15	Assignment 1:			

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			Individual feedback			
07.11.2017	12.30-15		Customer Quality			
14.11.2017	12.30-15		Advertisements			
21.11.2017	12.30-15		Assignment 2: Presentations	Presence compulsory		
28.11.2017	12.30-15		Closing of the unit			