

Implementation plan Being edited

Study unit	Understanding Customer Behaviour (R0230), 5.0
Implementation	NIA1721: 2/2017-2018 (16.02.2018 - 22.06.2018)
Type	BUSINESS OPERATIONS (R038)
Groups	Primary: NIA217SN 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	On working days during daytime
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Siuruainen Riikka (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Project/venture/R&D Language: English Virtuality: 3 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	Service business
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: • 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	