

Implementation plan Being edited

Study unit	Understanding Customer Behaviour (R0230), 5.0
Implementation	NIA1821: 2/2018-2019 (07.01.2019 - 21.06.2019)
Type	BUSINESS OPERATIONS (R038)
Groups	Primary: NIA218SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	12.04.2018 08:00 - 11.04.2018
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Siuruainen Riikka (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2019 Storing of graded material ends.: 21.06.2020
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	