

**TOTEUTUSSUUNNITELMA Valmis**

|                                                   |                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Opintojakso</b>                                | Increasing Service Value in a Service Network (00585), 10.0                                                                                                                                                                                                                                                       |
| <b>Toteutus</b>                                   | MPA1022: 2/2010-2011 (03.01.2011 - 20.06.2011)                                                                                                                                                                                                                                                                    |
| <b>Tyyppi</b>                                     | TUTKIVA KEHITTÄMINEN PALVELUYMPÄRISTÖSSÄ (009)                                                                                                                                                                                                                                                                    |
| <b>Ryhmät</b>                                     | Ensisijainen: MPA09SN Muut:                                                                                                                                                                                                                                                                                       |
| <b>Projektissa mukana</b>                         |                                                                                                                                                                                                                                                                                                                   |
| <b>Luennoitsijat</b>                              |                                                                                                                                                                                                                                                                                                                   |
| <b>Osallistujamäärät</b>                          | <b>Minimi: 10 Maksimi: 35</b>                                                                                                                                                                                                                                                                                     |
| <b>Ilmoittautumisaika</b>                         | 29.11.2010 08:00 - 05.12.2010                                                                                                                                                                                                                                                                                     |
| <b>Pääsääntöinen toteutusajankohta</b>            |                                                                                                                                                                                                                                                                                                                   |
| <b>Soveltuvuus</b>                                | <b>Vaihto-opiskelijoille:</b> Kyllä <b>Vapaasti valittaviin:</b> Kyllä <b>Avoimen opisk:</b> Ei <b>Soveltuu virtuaali-AMK:n opintoihin:</b> Kyllä                                                                                                                                                                 |
| <b>Opettajat</b>                                  | Mantere Päivi (Vastuuopettaja), Matvejeff Pekka (Muu opettaja), Westermarck Harri (Muu opettaja)                                                                                                                                                                                                                  |
| <b>Kampus</b>                                     | Laurea Leppävaara                                                                                                                                                                                                                                                                                                 |
| <b>Pääsääntöinen toteutuspaikka</b>               |                                                                                                                                                                                                                                                                                                                   |
| <b>Toteutustapa</b>                               | Optimatoteutus/opiskelijaryhmä, Projekt/Hanke/T&K, Verkko/virtuaali <b>Kieli:</b> englanti <b>Virtuaalisuus:</b> 2 op <b>T&amp;k-integraatio:</b> 2 op                                                                                                                                                            |
| <b>Toteutusluokka</b>                             |                                                                                                                                                                                                                                                                                                                   |
| <b>Painoalat</b>                                  |                                                                                                                                                                                                                                                                                                                   |
| <b>Arviointi viimeistään</b>                      | 31.08.2011 <b>Suoritusmateriaalin arkistointi päättyy:</b> 31.07.2012                                                                                                                                                                                                                                             |
| <b>Tenttipäivät</b>                               |                                                                                                                                                                                                                                                                                                                   |
| <b>Opintojakson suoritettuaan opiskelija osaa</b> | * A student can apply the research of service industry in increasing service value * a student can apply the competence of marketing value adding customer services through communication in a her/his own specialization field                                                                                   |
| <b>Edeltävät opinnot</b>                          | Service network competence theme or equivalent knowledge                                                                                                                                                                                                                                                          |
| <b>Edeltävät opinnot, lisätietoja</b>             | Service environment theme                                                                                                                                                                                                                                                                                         |
| <b>Osaamistavoitteet</b>                          | * marketing and consumer communication<br><br>* specialization studies:<br><br>Facility Management:<br>- real estate business<br><br>Consumer Services:<br>- consumer behavior<br>Food Business:<br>- Perishables, Industrialized Foodstuffs, Sensory Evaluation of Foodstuffs, In-house Control in Quality Chain |
| <b>Keskeinen sisältö</b>                          | Service, service network, value creation, specialization areas (Facility Management, Consumer Services, Food Services)                                                                                                                                                                                            |
| <b>Oppimateriaali</b>                             | Values-based service for sustainable business : lessons from Ikea / Bo Edvardsson and Bo Enquist<br>Supply network strategies / Lars-Erik Gadde, Håkan Håkansson<br>Electronical articles<br>Harward Business Review                                                                                              |
| <b>Ohjaus ja viestintä</b>                        | Students work in teams and each team have a chairperson. Teams work under teachers guidance. Communication happens mostly during contact lessons and via Optima.                                                                                                                                                  |
| <b>Arviointikriteerit ja arviointimenetelmät</b>  | Excellent:<br>• Apply professional concepts expertly.                                                                                                                                                                                                                                                             |

**TOTEUTUSSUUNNITELMA Valmis**

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                           | <ul style="list-style-type: none"> <li>Justify activities using research knowledge.</li> <li>Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active.</li> <li>Select the appropriate techniques and models for activities, and justify the choices.</li> <li>Promote group activities.</li> </ul> <p>Good:</p> <ul style="list-style-type: none"> <li>Apply professional concepts systematically.</li> </ul> <ul style="list-style-type: none"> <li>Justify, compare and analyse their activities using general guidelines.</li> <li>Able to cope independently in different tasks in each operating environment.</li> <li>Apply acquired techniques and models diversely.</li> <li>Work in a group in line with objectives.</li> </ul> <p>Satisfactory:</p> <ul style="list-style-type: none"> <li>Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base.</li> <li>Comply with rules and instructions, and justify their activities using provided instructions.</li> <li>Act appropriately under guidance.</li> <li>Use acquired techniques and models.</li> <li>Act as group members.</li> <li>Act in accordance with ethical principles.</li> </ul> |
| <b>Projekti/hanke (nimi)</b>              | partner companies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Käytettävät T&amp;K menetelmät</b>     | research and development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Opiskelijan työmäärän jakautuminen</b> | look at "kuormittavuuslaskuri" (is based on spring 2010)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Muut toteutusjärjestelyt</b>           | Professor Harri Westermarck from Helsinki UniversityOptima learning spacestudy unit begins on the week 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

**Oppimistapahtumat**

| Pvm        | Klo         | H  | Aihe                         | Sisältö                        | Tila | Opettajat                                               |
|------------|-------------|----|------------------------------|--------------------------------|------|---------------------------------------------------------|
| 02.02.2011 | 12.30-15.30 | 30 | orientation                  |                                |      | Päivi Mantere,<br>Pekka Matvejeff,<br>Harri Westermarck |
| 04.02.2011 | 9-12.30     | 4  | former theoretical framework |                                |      | Päivi Mantere                                           |
| 09.02.2011 | 12.30-15.30 | 30 | marketing and communication  |                                |      | Harri Westermarck                                       |
| 11.02.2011 | 9-15        | 6  | service environment          | independent work               |      | Päivi Mantere                                           |
| 16.02.2011 | 12.30-15.30 | 30 | marketing and communication  |                                |      | Harri Westermarck                                       |
| 18.02.2011 | 9-14        | 6  | service environment          | workshop1.future tables method |      | Päivi Mantere                                           |
| 23.02.2011 | 12.30-15.30 | 30 | marketing and communication  |                                |      | Harri Westermarck                                       |
| 25.02.2011 | 9-15        | 6  | service environment          | independent work               |      | Päivi Mantere                                           |
| 02.03.2011 | 12.30-15.30 | 30 | marketing and                |                                |      | Harri                                                   |

**TOTEUTUSSUUNNITELMA Valmis**

|            |                |    |                                                     |                                                                                                                        |  |                                                   |
|------------|----------------|----|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------|
|            |                |    | communication                                       |                                                                                                                        |  | Westermarck                                       |
| 04.03.2011 | 9-15           | 6  | independent work                                    | read co-creation article                                                                                               |  |                                                   |
| 09.03.2011 | 12.30-15.30    | 30 | marketing and communication                         |                                                                                                                        |  | Harri Westermarck                                 |
| 11.03.2011 | 9-15           | 6  | management perspective                              | introduction to co-creation task (Krista Keränen)                                                                      |  | Pekka Matvejeff                                   |
| 16.03.2011 | 12.30-15.30    | 30 |                                                     | independent work                                                                                                       |  |                                                   |
| 18.03.2011 | 9-12.30        | 4  | co-creation                                         | how to co-create value (customer and business organisation) in different business fieldsproject manager Krista Keränen |  | Päivi Mantere                                     |
| 23.03.2011 | 12.30-15.30    | 30 | marketing and communication                         |                                                                                                                        |  | Harri Westermarck                                 |
| 25.03.2011 | 9-15           | 6  | reading circle                                      | group1. 8.30-10group2. 10-11.30group3. 11.30-13                                                                        |  | Päivi Mantere                                     |
| 30.03.2011 | 12.30-15.30    | 30 | theoretical background                              | workshop3. (on-line)                                                                                                   |  | Päivi Mantere                                     |
| 01.04.2011 | 9-15           | 6  | management perspective                              | workshop2.                                                                                                             |  | Pekka Matvejeff                                   |
| 06.04.2011 | 12.30-15.30    | 30 | theoretical background and three aspects            |                                                                                                                        |  | Päivi Mantere                                     |
| 08.04.2011 | 9-15           | 6  | themes for interviews                               | acceptance of themes and questions                                                                                     |  | Päivi Mantere                                     |
| 13.04.2011 | 12.30-15.30    | 30 | project work                                        | independent work                                                                                                       |  |                                                   |
| 15.04.2011 | 9-11           | 6  | convincing presentation                             | guest lecturer Ina Virkki 9-11                                                                                         |  |                                                   |
| 20.04.2011 | 12.30-15.30    | 30 | project work                                        | independent work                                                                                                       |  | Päivi Mantere                                     |
| 27.04.2011 | 9-11, 12-15.30 | 3  | project work                                        | fromal writing Sebastian Kingcheck-point                                                                               |  | Päivi Mantere                                     |
| 29.04.2011 | 9-15           | 6  | a draft of reports                                  | independent work                                                                                                       |  | Päivi Mantere                                     |
| 04.05.2011 | 12.30-15.30    | 30 | project work                                        | independent work                                                                                                       |  | Päivi Mantere                                     |
| 06.05.2011 | 9-15           | 6  | guidance                                            | guidance will hold in the meeting room 254 from 8.30-14. Reservation is not needed in advance                          |  | Päivi Mantere                                     |
| 11.05.2011 | 12.30-15.30    | 30 | returning reports                                   |                                                                                                                        |  | Päivi Mantere                                     |
| 13.05.2011 | 9-15           | 6  | preparations for presentations, collecting feedback | everyone!!                                                                                                             |  | Päivi Mantere                                     |
| 18.05.2011 | 12.30-15.30    | 30 | workshop, handling the feedback                     | workshop4.                                                                                                             |  | Päivi Mantere, Pekka Matvejeff, Harri Westermarck |

**TOTEUTUSSUUNNITELMA Valmis**

|            |       |   |                          |            |  |               |
|------------|-------|---|--------------------------|------------|--|---------------|
| 25.05.2011 | 12.30 | 2 | evaluations,<br>feedback | on request |  | Päivi Mantere |
|------------|-------|---|--------------------------|------------|--|---------------|