

Implementation plan Finished

Study unit	Strategic service innovations and changing business models (01035), 5.0
Implementation	HYA1221: 1/2012-2013 (01.09.2012 - 25.01.2013)
Type	VALUE CREATING COMPETENCES (0318)
Groups	Primary: HYA212SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Martola Anne (Teacher in charge), Tossavainen Päivi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	31.01.2013 Storing of graded material ends.: 31.08.2013
Exam days	Real: ei tenttiä
Having completed the study unit the student is able to	• understand the strategic shift to service business and its impact on corporate level • assess service strategy and strategic choices • master the key concepts, principles and methods of strategic management • formulate innovative business models for a service business • understand the impact that a new innovative strategy has on corporate business model and competitive advantage
Previous studies	