

Implementation plan Finished

Study unit	Strategic service innovations and changing business models (01035), 5.0
Implementation	HYA1311: 1/2013-2014 (26.08.2013 - 15.01.2014)
Type	VALUE CREATING COMPETENCES (0318)
Groups	Primary: HYA213SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	20.05.2013 08:00 - 02.06.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Martola Anne (Teacher in charge), Ojasalo Jukka (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: 4 cr
Implementation class	
Focus areas	
Evaluation at the latest	14.01.2014 Storing of graded material ends.: 20.12.2014
Exam days	
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	