

Implementation plan Finished

Study unit	Deep insights into customers and end-users (01039), 5.0
Implementation	HYA1221: 1/2012-2013 (06.09.2012 - 31.01.2013)
Type	USER-CENTRIC SERVICE DESIGN COMPETENCES (0319)
Groups	Primary: HYA212SJ Others :
Involved in the project	
Lecturers	Guilland Auli, Kaarti Virpi and guest 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: Yes
Teachers	Guilland Auli (Teacher in charge), Kaarti Virpi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	
Evaluation at the latest	29.02.2012 Storing of graded material ends.: 20.12.2013
Exam days	
Having completed the study unit the student is able to	• identify factors related to customer behaviour in services • anticipate complex changes in customer behaviour and envision the opportunities this opens up • discover unarticulated customer/user needs • apply the results of the latest research and methods in his/her own operating environment • deeply understand customers'/users' experiences across all the touch points of an organisation
Previous studies	
Other arrangements	Contact sessions: 10.11.2012, 13.12.2012 and 17.1.2013 at Laurea Leppävaara, at 9-17 hrs.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
	9-17	8			
	9-17	8			
	9-17	8			