

Implementation plan Finished

Study unit	Service design process and methods (01040), 5.0
Implementation	HYA1211: 2/2012-2013 (01.01.2013 - 31.07.2013)
Type	USER-CENTRIC SERVICE DESIGN COMPETENCES (0319)
Groups	Primary: HYA212SJ Others :
Involved in the project	
Lecturers	Mark Stickdorn, Janne-Valtteri Nisula, Katri Ojasalo
Number of participants	Minimum: Maximum:
Enrolment period	26.11.2012 08:00 - 02.12.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Ojasalo Katri (Teacher in charge), Laurea Leppävaara, liko ulkopuolinen opettaja (Other teacher), Nisula Janne-Valtteri (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: 0 cr Integration of R&D: 0 cr
Implementation class	
Focus areas	
Evaluation at the latest	31.08.2013 Storing of graded material ends.: 31.07.2014
Exam days	Real: No exam, but a possibly Service Design project for a client or...
Having completed the study unit the student is able to	• get to know the principles of service design • use service design processes and methods • use innovative methods to generate ideas for new services • valuate generated ideas and concepts from customer's point of view • prototype services • create a service offering, where the service provider's brand is a part of a customer's experience
Previous studies	

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
			THE DETAILED DAY-DAY SCHEDULE WILL BE PUBLISHED LATEST IN JANUARY.		