

Implementation plan Being edited

Study unit	Service design process and methods (01040), 5.0
Implementation	HYA1321: 2/2013-2014 (07.01.2014 - 20.06.2014)
Type	USER-CENTRIC SERVICE DESIGN COMPETENCES (0319)
Groups	Primary: HYA213SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Ojasalo Katri (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.07.2014 Storing of graded material ends.: 20.06.2015
Exam days	
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 • evaluate 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	