

Implementation plan Finished

Study unit	Cross cultural issues in service development (01044), 5.0
Implementation	HYA1311: 1/2013-2014 (01.10.2013 - 31.01.2014)
Type	VALUE CREATING COMPETENCES (0318)
Groups	Primary: HYA212SJ Others : MYA13KJ
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: Open UAS student: No Suitable for virtual UAS:
Teachers	Chydenius Tarja (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Language: English Virtuality: cr Integration of R&D: cr
Implementation class	
Focus areas	
Evaluation at the latest	Storing of graded material ends.:
Exam days	
Having completed the study unit the student is able to	• identify and deeply understand cross-cultural issues related to service development • plan and implement intercultural strategies and processes • manage multicultural teams and projects • support and develop frontline personnel's intercultural communication competences • involve diverse customers in the service design processes.
Previous studies	
Learning objectives	The student will be able to: - Identify and deeply understand cross-cultural issues related to service development - Implement intercultural strategies and processes - Management of intercultural teams - Help frontline personnel to develop intercultural skills both in face-to-face interaction and in virtual communication - Involve diverse customers in the service design processes
Contents	- Intercultural competence in service business - Understanding and managing diversity and cultural differences in service design - Development of cross-cultural intelligence in general
Tutoring and communication	Study unit communication will take place in Optima
Evaluation criteria and methods	0-5
Project (name)	Multisensory service experience in tourism

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Other arrangements	Contact sessions on Thursday evenings at 16.30-19.30: October 10 , 2013 November 7 , 2013 December 12 , 2013 January 16, 2014
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Learning events

Date	o'clock/at h	10	Subject	Content	Status	Teachers
01.10.2013	0:00	10		Contact sessions on Thursday evenings at 16.30-19.30: October 10 , 2013 November 7 , 2013 December 12 , 2013 January 16, 2014 Please note that there will be pretask for the course. It will be sent to the students by email latest by October 1.		Tarja Chydenius