

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	HBA1221: 2/2012-2013 (07.01.2013 - 21.06.2013)
Type	DEEPENING PROFESSIONAL COMPETENCE (A027)
Groups	Primary: HBA10SN Others : MFA10SN , NIA10SN , NTA10SN
Involved in the project	
Lecturers	Janne-Valtteri Nisula, Pekka Matvejeff, Tomi Söderström (Tallink Silja)
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	Matvejeff Pekka (Teacher in charge), 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: 2 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.01.2013 Storing of graded material ends.: 21.12.2013
Exam days	Real: No exams, just Silja Line project
Having completed the study unit the student is able to	• carry out an innovation project applying the newest existing knowledge and service innovation and design methods • carry out creative problem solving and development of working methods • know the prerequisites for profitable and customer-oriented operations • work in a diversified project
Previous studies	Developing ICT Systems or equivalent knowledge.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
31.01.2013	9-16	Course Introduction and orientation			
07.02.2013	13.00-	Project presentations	Choosing the project teams		
14.02.2013	9-16	Service innovation and design process			
20.02.2013	13-20	Tallinn Cruise	Tallinn groups on cruise		
21.02.2013	9-16	Understanding SID	Observation diaries, customer journey, blueprint etc.		

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27.02.2013	13.00		Stockholm groups on Cruise	Stockholm groups on Cruise 27.-29.2.2013		
28.02.2013	9-16		Team work	Gathering information and analysing		
07.03.2013	9-16		Team work	Gathering information and analysing		
14.03.2013	9-16		Idea generation and filtering			
20.03.2013	10.00		Tallinn Cruise	Tallinn Groups on Cruise; departure at 10.30; arrival at 19.30.		
21.03.2013	9-16		Team work	Idea generation and filtering cont.		
28.03.2013	9-16		Service Design	Explaining and visualizing		
04.04.2013	9-16		Team work	Explaining and visualizing development idea		
11.04.2013	9-16		Service design concept	Creating concept draft		
18.04.2013	9-16		Team work	Report writing		
25.04.2013	9-16		Team work	Preparing presentation		
02.05.2013	9-16		Presentations			
16.05.2013	TBA		Study unit feedback and discussion			