

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	DEEPENING PROFESSIONAL COMPETENCE (A023)
Groups	Primary: MFA10SN Others :
Involved in the project	
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: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Matvejeff Pekka (Teacher in charge), De Arruda Camara Antonius (Other teacher), Kaartti Virpi (Other teacher), Mantere Päivi (Other teacher), Nisula Janne-Valtteri (Other teacher), Takala Jouni (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	
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.
Previous studies, more information	120 cr
Study material	Miettinen, S. & Koivisto, M. (toim.) (2009). Designing Services with Innovative Methods. Moritz, S. (2005). Service Design. A practical access to an evolving field (http://stefan-moritz.com/welcome/Service_Design_files/Practical%20Access%20to%20Service%20Design.pdf) The future of service business innovations. Tekes 2010
Tutoring and communication	Optima

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
03.09.2012	9-12	Course Introduction and orientation			Virpi Kaartti, Päivi Mantere, Pekka Matvejeff,

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						Janne-Valtteri Nisula, Jouni Takala
10.09.2012	9-16		Project presentations	Project "owners" present their project ideas.		Antonius De Arruda Camara, Virpi Kaartti, Päivi Mantere, Pekka Matvejeff, Janne-Valtteri Nisula, Jouni Takala
17.09.2012	9-16		Service innovation and design process	09:00 - Service innovation and design process (common session for all projects) 12:30 - Working in teams and coaching: the first draft of the project plan (afternoon)		
24.09.2012	9-16		Understanding SID	0900-1000: Presentation: customer understanding and ethnography 1015-1200: Parallel workshops to learn various methods: observation, customer journey, personas, blueprint 1300-1500: Parallel workshops to learn various methods: observation, customer journey, personas, blueprint		
01.10.2012	9-16		Team work	Gathering information and analysing Guidance		
08.10.2012	9-16		Team work	Gathering information and analysing Guidance		
15.10.2012	9-16		Idea generation and filtering	Presentation: progress evaluation Parallel workshop to learn various methods: 8x8, brainstorming, brainwriting etc.		
22.10.2012	9-16		Team work	Idea generation and filtering cont. Guidance		
29.10.2012	9-16		Service Design	Parallel workshops: Explaining and visualizing		
05.11.2012	9-16		Team work	Explaining and visualizing development idea		
12.11.2012	9-16		Service design concept	Creating concept draft Guidance		
19.11.2012	9-16		Team work	Report writing		
26.11.2012	9-16		Team work	Preparing presentation		
03.12.2012	9-16		Presentations	project "owners" are invited to join sessions		
10.12.2012	9-12		Study unit feedback and discussion			