

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1312: 1/2013-2014 (26.08.2013 - 09.12.2013)
Type	DEEPENING PROFESSIONAL COMPETENCE (A023)
Groups	Primary: MFA11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	-
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Martola Anne (Teacher in charge), Fred Minna (Other teacher), Matvejeff Pekka (Other teacher), Ruoslahti Harri (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	09.01.2013 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
09.09.2013	9-11.30	Course Introduction and orientation			Minna Fred, Anne Martola, Harri Ruoslahti, Jouni Takala
09.09.2013	12.30-16.00	Project	Project "owners" present their project		Minna Fred,

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			presentations	ideas.		Anne Martola, Harri Ruoslahti, Jouni Takala
16.09.2013	9-16.00		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)		Anne Martola, Jouni Takala
23.09.2013	9-16.00		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		Minna Fred, Anne Martola, Jouni Takala
30.09.2013			Team work	Gathering information and analysing Guidance		Minna Fred, Anne Martola, Harri Ruoslahti, Jouni Takala
07.10.2013			Team work	Gathering information and analysing Guidance		Minna Fred, Anne Martola, Jouni Takala
14.10.2013			Idea generation and filtering	Presentation: progress evaluation Parallel workshop to learn various methods: 8x8, brainstorming, brainwriting etc.		Anne Martola, Jouni Takala
21.10.2013			Team work	Idea generation and filtering cont. Guidance		
28.10.2013			Service Design	Parallel workshops: Explaining and visualizing		Minna Fred, Anne Martola, Jouni Takala
04.11.2013			Team work	Explaining and visualizing development idea		Minna Fred, Anne Martola, Harri Ruoslahti, Jouni Takala
11.11.2013			Service design concept	Creating concept draft Guidance		Harri Ruoslahti
18.11.2013			Team work	Report writing		Minna Fred, Anne Martola, Harri Ruoslahti, Jouni Takala
25.11.2013			Team work	Preparing presentation		
02.12.2013			Presentations	project "owners" are invited to join sessions		Minna Fred, Anne Martola, Harri Ruoslahti, Jouni Takala

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			Study unit feedback and discussion			
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