

Implementation plan Finished

Study unit	Creating Innovation through Service Design (A0132), 10.0
Implementation	MFA1321: 2/2013-2014 (07.01.2014 - 07.02.2014)
Type	DEEPENING PROFESSIONAL COMPETENCE (A023)
Groups	Primary: MFA11SN Others : HBA11SN , HCA11SN , NIA11SN , NTA11SN , NTA12KN
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 16.12.2013
Main timing for implementation	As intensive week(s)
Applicability	For exchange students: Yes For elective studies: No 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, Project/venture/R&D Language: English Virtuality: 3 cr Integration of R&D: 7 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	07.03.2014 Storing of graded material ends.: 20.06.2015
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	100 ect
Learning objectives	The aim of the study unit is to acquaint the students with multidisciplinary knowledge in service innovation and design by carrying out a service innovation and design project. Students know the Service Innovation and Design (SID) method and learn to use various service design tools and their implications for service innovation and design practice.
Contents	Service innovations. Innovation process in practice. SID method and the use of service design tools. Planning, conducting and evaluating an innovation project. Studies will be executed as intensive study weeks during the period of 7.1.-7.2.2014. The period 7.1.-24.1.2014 requires 100% presence during the working days (=project work and workshops every day). During that time students are asked to organize their other studies in such a way that 100% participation is possible.

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Study material	tba at the beginning of the course
Tutoring and communication	Optima; face-to-face; lecturers will work as coaches intensively during the whole period.
Evaluation criteria and methods	According to the Laurea policy (see the link). Detailed evaluation criteria will be given for separate development projects.
Project (name)	Studies will be executed in a development project, which will be announced in December, 2013. The first meeting day will be Tuesday 7.1.2014 at 9.00 a.m. in Leppävaara. Working method requires 100% presence in the working days. Working style is "hands-on" working with coaches present all the time.
R&D methods	Service Design method and tools, which will vary depending on the project.
Other arrangements	All enrolled students have to be present 100% during the period of 7.1.-24.1.2014. In addition to that Monday 27.1.; Monday 3.2. and Friday 7.2. will be full working days for the project and presence is obligatory for these days as well.

Learning events

Date	o'clock/at h	Subject	Content	Status	Teachers
07.01.2014	9-	Introduction to the Course	Introduction to the Course Introducing the Långvik project Understanding the business of Långvik Workshops on Service Design tools		Pekka Matvejeff, Janne-Valtteri Nisula
08.01.2014	9-	Understanding phase	Understanding the business of Långvik Understanding the logics of regular customers Understanding the credit card systems Workshops on Service Design tools Preparations for the "Kick-off" at Långvik		
09.01.2014	9-	Kick-off	9.00 a.m.: "Kick-off" -event at Långvik Congress Wellness Hotel, Tanskarlantie 9, 02420 Kirkkonummi. Prepare to work at Långvik until 15.00 p.m.		
10.01.2014	9-	Understanding phase	Continuing the work of understanding Långvik business.		
10.01.2014	18.00-	Observations	1-2 teams doing observations & interviews at the Långvik Congress Wellness Hotel		
11.01.2014	10.00-	Observations	1-2 teams doing observations & interviews at the Långvik Congress Wellness Hotel		
13.01.2014	9-	Analyzing the	Site-visits to Stockmann Analyzing the		

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			data	data from observationsWorkshops on SD-tools		
14.01.2014	9-		Workshops	Workshops cont.		
15.01.2014	9-		Workshops	Workshops cont.		
16.01.2014	9-		Workshops	Workshops cont.		
17.01.2014	9-		Workshops	Workshops cont.		
17.01.2014	18.00-		Observations	1-2 groups doing observations & interviews at Långvik		
18.01.2014	10.00-		Observations	1-2 groups doing observations & interviews at Långvik		
18.01.2014	19.00-		Observations	1-2 groups doing observations & interviews at Långvik		
20.01.2014	9-		Analyzing the data	Analyzing data from the observations & interviewsWorkshops		
21.01.2014	9-		Creation phase	Shifting from understanding to creation phaseWorkshops with the new ideas		
22.01.2014	9-		Creating and visualizing	Working with the new ideasVisualizing the ideas		
23.01.2014	9-		Creating and visualizing	Working with the new ideasVisualizing the ideas		
24.01.2014	9-		Presentations at Långvik	Presenting the ideas to Långvik management		
27.01.2014	9-		Developing further	Analyzing the feedback from the 24.1. presentationsDeveloping ideas further		
03.02.2014	9-		Finetuning	Finetuning the plansPracticing the final workshops at Långvik		
07.02.2014	9-		Final workshops	Final workshops at Långvik		