

Implementation plan Finished

Study unit	Service Business and Marketing (A9264), 10.0
Implementation	MEA1421: 2/2014-2015 (15.01.2015 - 19.06.2015)
Type	CUSTOMER-ORIENTED SERVICE BUSINESS DEVELOPER (A860)
Groups	Primary: MEA214SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	01.12.2014 08:00 - 07.12.2014
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Antinluoma Sirkka (Other teacher), Harmoinen Päivi (Other teacher), Melkko Valtteri (Other teacher), Pääskyvuori Marjo (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 4 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	19.07.2015 Storing of graded material ends.: 19.06.2016
Exam days	
Having completed the study unit the student is able to	The student is able to • classify the business functions of a service company in the hospitality sector • present the business models and business logic of a service company • segment both business-to-business and consumer customers • apply marketing mix in service business
Previous studies	