

Implementation plan Finished

Study unit	Service Business and Marketing (A9264), 10.0
Implementation	MEA1521: 2/2015-2016 (04.01.2016 - 23.06.2016)
Type	CUSTOMER-ORIENTED SERVICE BUSINESS DEVELOPER (A860)
Groups	Primary: MEA215SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
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), Jääskeläinen Sari (Other teacher), Pääskyvuori Marjo (Other teacher), Vakkuri Miia (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Project/venture/R&D Language: English Virtuality: 1 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
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	