

Implementation plan Finished

Study unit	Service Business and Marketing (A9264), 10.0
Implementation	MEA1621: 2/2016-2017 (09.01.2017 - 20.06.2017)
Type	CUSTOMER-ORIENTED SERVICE BUSINESS DEVELOPER (A860)
Groups	Primary: MEA216SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 09.12.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Antinluoma Sirkka (Other teacher), Jääskeläinen Sari (Other teacher), Pääskyvuori Marjo (Other teacher), Vakkuri Miia (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Other method of implementation Language: English Virtuality: 2 cr Integration of R&D: 2 cr
Implementation class	LbD based on entrepreneurship
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	20.07.2017 Storing of graded material ends.: 20.06.2018
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	