

Implementation plan Finished

Study unit	Service Business and Marketing (A9264), 10.0
Implementation	MEA1721: 2/2017-2018 (08.01.2018 - 15.06.2018)
Type	BUSINESS AND ENTREPRENEURSHIP IN THE SERVICE FIELD (A910)
Groups	Primary: MEA217SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	27.11.2017 08:00 - 08.12.2017
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: No Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Jääskeläinen Sari (Other teacher), Setälä Sini (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 3 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	15.07.2018 Storing of graded material ends.: 15.06.2019
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	