

Implementation plan Finished

Study unit	Service Innovations (A9297), 10.0
Implementation	HBA1724: 2/2017-2018 (19.02.2018 - 27.02.2018)
Type	SERVICE INNOVATION DEVELOPER (A861)
Groups	Primary: HBA216SN Others : HCA216SN , NIA216SN
Involved in the project	
Lecturers	Miia Seppänen, Kati Tawast
Number of participants	Minimum: Maximum: 35
Enrolment period	27.11.2017 08:00 - 08.12.2017
Main timing for implementation	As intensive week(s)
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Tawast Kati (Teacher in charge), Seppänen Miia (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 0 cr Integration of R&D: 10 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	27.03.2018 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 • carry out an innovation project applying the newest existing knowledge and service innovation and design methods • work in multisectoral projects • apply creative problem-solving and develop working methods
Previous studies	
Study material	Reason, B., Lövlie, L., Flu, M. 2016. Service Design for Business - A Practical Guide to Optimizing the Customer Experience. Wiley, New Jersey. (Ebook available at Laurea Library) https://laurea.finna.fi/Record/laurus.87157 Knapp, J., Zeratsky, J., Kowitz, B. 2016. Sprint: How to Solve Big Problems and test new ideas in Just Five Days. New York: Simon & Schuster Paperbacks.
Evaluation criteria and methods	1. Entrepreneurial skills 2. Tool skills 3. Service Design skills 4. Customer Empathy skills 5. Testing skills
Project (name)	Ikea
Other arrangements	There is a compulsory team meeting before the Sprint week on 12 February where team members choose their Sprint roles and are instructed to do their first round of interviews. Pre-assignment is based on the study unit literature and returned by 16 February. Only those who have returned the pre-assignment can start the sprint. This is an intensive Design Sprint requiring 100 % attendance and full days (9:00 hrs-17:00) of participation from students. Maximum number of students is 35. For further information, please contact kati.tawast@laurea.fi . All those who have registered, but want to cancel study unit participation, should inform Kati Tawast immediately. This will affect on

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	team building.
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