

Implementation plan Being edited

Study unit	Service Logic-Based Strategic Management (A9300), 5.0
Implementation	HYA1411: 1/2014-2015 (25.08.2014 - 23.12.2014)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA214SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	19.05.2014 08:00 - 02.06.2014
Main timing for implementation	As intensive week(s)
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Ojasalo Jukka (Teacher in charge), Tossavainen Päivi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 1 cr Integration of R&D: 5 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	23.01.2015 Storing of graded material ends.: 23.12.2015
Exam days	
Having completed the study unit the student is able to	- explain the strategic shift to service-based business logic and its impact on corporate level - analyse a company's strategy and strategic choices - master the key concepts, principles and methods of strategic management
Previous studies	

Learning events

Date	o'clock/at	h	Subject	Content	Status	Teachers
24.10.2014	9	8	1st contact day	Friday 24th October 2014, 9.00-17.00 9.00 - 9.30 Course introduction & Assignment, Jukka Ojasalo 9.30 - 12.00 Lecture: Service Logic and Strategic Management, Jukka Ojasalo 12:00 -13:00 Lunch 13:00 - 14:00 Group work based on pre assignment 14:00 -15:00 Key Note lecture by Professor Evert Gummesson, Stockholm Univ.		
15.11.2014	9	8	2nd contact day	2. Saturday 15th November 2014, 9.00-17.00 09:00 – 09:30 Introduction + Students		

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				deliver the report of the literature analyses (individual assignment) 09:30 – 11:30 Students present their cases identified for development individually to teachers alongside with the group assignment (individual assignment) 09:30 – 11:30 Students develop a framework on strategic management in groups (group assignment) 11:30 – 12:30 Lunch 12:30 – 13:30 Students develop a framework on strategic management in groups (group assignment) 13:30 – 17:00 Students present the frameworks on strategic management in groups (group assignment)		
13.12.2014	9	8	3rd contact day	Saturday 13th December 2014, 9:00-17:00 09:00 – 11:00 Students present their plans for developing strategic service innovation or business model in their case organizations 11:00 – 12:00 Lunch 12:00 – 17:00 Students present their plans for developing strategic service innovation or business model in their case organizations and reflective discussion (individual assignment).		