

Implementation plan Finished

Study unit	New Service Development and Innovative Business Models (A9301), 5.0
Implementation	HYA21711: 1/2017-2018 (28.08.2017 - 22.12.2017)
Type	SERVICE LOGIC DRIVEN INNOVATION AND DESIGN COMPETENCES (A862)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Päivi Pöyry-Lassila, Otto Mäkelä
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	15.05.2017 08:00 - 31.05.2017
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: No For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Pöyry-Lassila Päivi (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	Outside Laurea
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 1 cr Integration of R&D: 3 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	22.01.2018 Storing of graded material ends.: 22.12.2018
Exam days	
Having completed the study unit the student is able to	• develop service logic into a business model • develop and model innovative service systems, concepts and processes
Previous studies	
Contents	The study unit consists of two parts: Participation in contact days and learning assignments. The schedule for contact days: 6.10.2017 at 9 - 16 Practicalities of the study unit, introductory lecture, preassignment presentations, working in groups 9.11.2017 at 9 - 16 Guest lecture, working in groups (case assignment) 2.12.2017 at 9 - 16 Working in groups, case assignment presentations, reflection
Study material	To be announced in Optima. Selection of books and articles related to various aspects of new service development.
Tutoring and communication	Mainly during lectures. Between lectures via Optima and email.
Evaluation criteria and methods	Scale 0...5. See Laurea's evaluation criteria for Master's studies: https://laureauas.sharepoint.com/sites/linkfi/Dokumentit/Evaluation_criteria_of_a_study_unit_ma