

Implementation plan Finished

Study unit	Management Accounting and Control in Service (A9305), 5.0
Implementation	HYA21721: 2/2017-2018 (08.01.2018 - 22.06.2018)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Kaija Koivusalo, Marjo Koistinen
Number of participants	Minimum: 12 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: No Suitable for virtual UAS: Yes
Teachers	Koistinen Marjo (Other teacher), Koivusalo Kaija (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	22.07.2018 Storing of graded material ends.: 22.06.2019
Exam days	
Having completed the study unit the student is able to	• explain the importance of cost accounting and budgeting for decision making • use key performance indicators in the service development context • analyse customer profitability • develop value-based pricing
Previous studies	
Study material	Value-based Marketing Strategy: Pricing and Costs for Relationship Marketing https://laurea.finna.fi/Record/nelli01.3710000000973393 Value-based pricing: drive sales and boost your bottom line by creating, communicating and capturing customer value https://laurea.finna.fi/Record/laurus.74453#toc Accounting and finance for non-specialists https://laurea.finna.fi/Record/laurus.83012 Accounting for non-accountants :b a manual for managers and students https://laurea.finna.fi/Record/laurus.77499 Advances in Management Accounting https://laurea.finna.fi/Record/nelli01.3710000000645311 Business accounting: an introduction to financial and management accounting https://laurea.finna.fi/Record/laurus.85038#toc The lean enterprise: how corporations can innovate like startups https://laurea.finna.fi/Record/laurus.85603#toc
Other arrangements	Online pre-assignments in March-April.Intensive days on campus Thu 26th, Fri27th, Sat 28th April, 2018.