

Implementation plan Finished

Study unit	Cross-Cultural Issues in Service Development (A9308), 5.0
Implementation	HYA21511: 1/2015-2016 (15.09.2015 - 18.12.2015)
Type	ADVANCED COMPETENTES IN SERVICE INNOVATION AND DESIGN (A864)
Groups	Primary: HYA215SJ Others :
Involved in the project	
Lecturers	Tarja Chydenius
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Chydenius Tarja (Teacher in charge)
Campus	Laurea Leppävaara
Main location for implementation	Virtually
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 2 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	04.01.2016 Storing of graded material ends.: 04.12.2016
Exam days	
Having completed the study unit the student is able to	• identify and deeply understand cross-cultural issues related to service development • manage multicultural teams and projects • support and develop frontline personnel's intercultural communication competences • involve diverse customers in the service design processes
Previous studies	
Contents	• Understanding of cultural values as drivers for human behaviour • Cross-cultural theories • Managing diversity and cultural differences in service development and service organizations • Development of intercultural intelligence • Practical case applying cultural knowledge in a chosen service design project
Study material	List of reading will be provided in Optima
Tutoring and communication	Tutoring and guidance in Optima. In urgent cases, you can also email the lecturer.
Evaluation criteria and methods	0 - 5
Project (name)	An international project / project chosen by the student
Work strain	135 hours60 % individual work 40 % team work
Other arrangements	This is mainly an online course. There will be two contact sessions on November 6 at 16.30 - 19.30 and December 4 at 16.30 - 19.30