

Implementation plan Finished

Study unit	Cross-Cultural Issues in Service Development (A9308), 5.0
Implementation	HYA21521: 2/2015-2016 (18.05.2016 - 31.08.2016)
Type	ADVANCED COMPETENTES IN SERVICE INNOVATION AND DESIGN (A864)
Groups	Primary: HYA215SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 24
Enrolment period	14.03.2016 08:00 - 27.04.2016
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, Project/venture/R&D, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 2 cr
Implementation class	
Focus areas	Service business
Evaluation at the latest	30.09.2016 Storing of graded material ends.: 31.08.2017
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 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 learning environment. Email: tarja.chydenius@laurea.fi
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 a fully online course. All assignments, learning materials and returns will take place in Optima. There will be regular(weekly or bi-weekly) assignments throughout the summer, starting from May 18 until the end of August. A three weeks summer break is scheduled for July 11-31. Students can watch the online lectures on their own time and prepare some of the assignments at their own pace. Some assignments are tied more

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	strictly to certain deadlines and require peer commenting during a certain week.A more detailed assignment schedule will be posted here in April. The Optima space will be opened early May.
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