

Implementation plan Finished

Study unit	Cross-Cultural Issues in Service Development (A9308), 5.0
Implementation	HYA21621: 2/2016-2017 (15.05.2017 - 31.08.2017)
Type	ADVANCED COMPETENTES IN SERVICE INNOVATION AND DESIGN (A864)
Groups	Primary: HYA216SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 20
Enrolment period	15.03.2017 08:00 - 27.03.2017
Main timing for implementation	
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: 1 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business
Evaluation at the latest	30.09.2017 Storing of graded material ends.: 20.06.2018
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 cultures and cultural values as drivers for human behaviour • Cross-cultural theories • Managing diversity and cultural differences in teams • Development of intercultural competence • Practical case applying cultural knowledge in a chosen service design project
Study material	Provided in Optima
Tutoring and communication	Will take place in Optima learning environment
Work strain	In average 135 work hours.60 % individual work 40 % team work
Other arrangements	This is a virtual study unit starting in May and ending by August 2017. There will be scheduled assignments during the summer, with a 3 weeks break in July. Online team work included.