

Implementation plan Finished

Study unit	Cross-Cultural Issues in Service Development (A9308), 5.0
Implementation	HYA21721: 2/2017-2018 (02.05.2018 - 31.08.2018)
Type	ADVANCED COMPETENTES IN SERVICE INNOVATION AND DESIGN (A864)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	05.04.2018 08:00 - 11.04.2018
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	30.09.2018 Storing of graded material ends.: 31.08.2019
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	List of readings provided in Optima
Tutoring and communication	Will take place in Optima learning environment
Evaluation criteria and methods	0 - 5 Detailed evaluation criteria will be visible in Optima.
Project (name)	- Online team work with Austrian master degree students in June.- Enhance Inclusion and Diversity Management in educational services (Erasmus+ project).
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. Students enrolling on this study unit should be able to schedule active study time for this time period. There will be scheduled assignments during the whole summer, but no live meetings requiring online attendance. A 3 weeks break in July. Online team work included.

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