

Implementation plan Finished

Study unit	Developing Conference and Congress Services into an Experience (A9379), 10.0
Implementation	CCA1621: 2/2016-2017 (18.01.2017 - 12.04.2017)
Type	PRODUCER OF EVENT SERVICES (A878)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	28.11.2016 08:00 - 09.12.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Meriläinen Kaija (Teacher in charge), Salomaa Marjaana (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 2 cr Integration of R&D: 10 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	12.05.2017 Storing of graded material ends.: 20.06.2018
Exam days	
Having completed the study unit the student is able to	The student is able to • analyze the experience of a service from the viewpoint of a customer • plan and implement international customer-oriented conference and congress services • apply service design methods in the development towards peak experience • implement a service as a conceptualization process • analyze the value of an experience for the customer and the service provider
Previous studies	