

Implementation plan Finished

Study unit	Pricing in Service Business (A9388), 5.0
Implementation	HYA21621: 2/2016-2017 (15.05.2017 - 31.08.2017)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA216SJ Others :
Involved in the project	
Lecturers	Kaija Koivusalo, Seppo Luode
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	15.03.2017 08:00 - 21.04.2017
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	Koivusalo Kaija (Other teacher), Luode Seppo (Other teacher)
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: 3 cr
Implementation class	LbD based on local project or development task
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	• adapt to the current change from cost focus to customer value orientation • explain the theory and research concerning pricing of services • price new services using traditional pricing methods • apply innovative pricing methods and tools in practice
Previous studies	
Contents	1. Pricing methods and revenue streams2. How to build a pricing strategy?3. Dynamic pricing
Tutoring and communication	Virtual course, Optima
Other arrangements	Master's level courseTheory assignments individually and in teams in May and June, team/individual project in July, peer evaluation and final report in August