

Implementation plan Finished

Study unit	Pricing in Service Business (A9388), 5.0
Implementation	HYA21721: 2/2017-2018 (14.05.2018 - 31.08.2018)
Type	BUSINESS AND LEADERSHIP COMPETENCES IN SERVICE INNOVATION (A863)
Groups	Primary: HYA217SJ Others :
Involved in the project	
Lecturers	Seppo Luode, Otto Mäkelä
Number of participants	Minimum: 12 Maximum: 35
Enrolment period	05.04.2018 08:00 - 11.04.2018
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	Luode Seppo (Other teacher), Mäkelä Otto (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	22.07.2018 Storing of graded material ends.: 22.06.2019
Exam days	Real: ei tenttejä
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	