

Implementation plan Finished

Study unit	Service Culture (E0030), 10.0
Implementation	MTE1011: 1/2010-2011 (30.08.2010 - 20.12.2010)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE10SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	24.05.2010 08:00 - 06.06.2010
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Rinne Tarja (Teacher in charge), Kuosmanen Leena (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Other method of implementation Language: English Virtuality: 0 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	
Evaluation at the latest	20.01.2011 Storing of graded material ends.: 20.12.2011
Exam days	
Having completed the study unit the student is able to	Students will be able to: - identify different approaches to customer service - understand, interpret and use basic tourism terminology - analyse the scope of tourism industry and its historical development - learn about service business environment in practice - acknowledge cultural differences in service creation and delivery - interact professionally in different settings and situations
Previous studies	
Contents	1. Customer Service: - Role of customers and service providers in creating and delivering a service - Different service cultures - Orientation to working life 2. Basics of Tourism - Scope of tourism industry, stakeholders - The history of tourism - Tourism services, main concepts within tourism - Consumer behaviour 3. Professional communications - Basics of critical thinking and analysis - Presentation skills - Basic business communications
Other arrangements	Weekly schedule, course requirements and assessment will be provided in detail during the introduction lecture. First lecture (introduction to the study unit) is compulsory to

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	attend!
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