

Implementation plan Finished

Study unit	Service Culture (E0030), 10.0
Implementation	MTE1111: 1/2011-2012 (29.08.2011 - 19.12.2011)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE11SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	23.05.2011 08:00 - 05.06.2011
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: Yes Suitable for virtual UAS: No
Teachers	Kuosmanen Leena (Teacher in charge)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 7 cr
Implementation class	
Focus areas	
Evaluation at the latest	19.01.2012 Storing of graded material ends.: 19.12.2012
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	