

Implementation plan Finished

Study unit	Service Culture (E0030), 10.0
Implementation	MTE1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE12SN Others :
Involved in the project	
Lecturers	Leena Kuosmanen. Partner companies' representatives, study visits.
Number of participants	Minimum: Maximum:
Enrolment period	21.05.2012 08:00 - 03.06.2012
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
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	21.01.2013 Storing of graded material ends.: 21.12.2013
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	