

Implementation plan Finished

Study unit	Service Operations (E0038), 5.0
Implementation	MTE1211: 1/2012-2013 (27.08.2012 - 21.12.2012)
Type	SERVICE CULTURE (E012)
Groups	Primary: MTE12SN Others :
Involved in the project	
Lecturers	
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: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Perätalo Tuula (Teacher in charge), Lindström Anu (Other teacher)
Campus	Laurea Kerava
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 0 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 compile a business description. The students are familiar with companies and organisations in their own sector and are able to establish personal contacts and networks in working life. The students are able to comply with the ethical principles in the sector. They are able to apply the principles of sustainable development
Previous studies	
Learning objectives	The students will be able to search and find information on the essential industries and clusters in the operating environment as well as describe and present their case company. The students will be able to interact according to the principles of business ethics and apply the principles of sustainable development.
Contents	Business operations, Clusters, Networks and business operating environment: The students are introduced to company functions and operations through case companies. They will get acquainted to case companies and describe and present a chosen company close to their field of studies. The purpose is to describe their business environment, functions, and business networks . They will be able to create contacts and build networks. The students will be able to compare factors influencing profit and assets of different types of companies.