

Implementation plan Finished

Study unit	Tourism Service Development (E0060), 10.0
Implementation	MTE1421: 2/2014-2015 (07.01.2015 - 19.06.2015)
Type	CUSTOMER ORIENTED DEVELOPMENT (E024)
Groups	Primary: MTE12SN Others :
Involved in the project	
Lecturers	Laurea's lecturers and partner companies' reps
Number of participants	Minimum: Maximum:
Enrolment period	01.12.2014 08:00 - 07.12.2014
Main timing for implementation	On working days during daytime
Applicability	For exchange students: No For elective studies: Yes Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Kuosmanen Leena (Teacher in charge)
Campus	Laurea Kerava
Main location for implementation	Outside Laurea
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 10 cr
Implementation class	LbD based on international RDI project
Focus areas	Service business
Evaluation at the latest	20.07.2014 Storing of graded material ends.: 20.06.2015
Exam days	
Having completed the study unit the student is able to	The students will be able to: - know the principles of service design - use innovative methods in generating ideas for new services - adopt a people centred, empathetic approach to service development - use customers and users as an essential source of information, innovation and creativity - understand how demand is created in tourism - foresee complex changes and envision new opportunities - utilize information and communications technology in one's subject field - conduct research, development and innovation projects applying the existing knowledge and methods of the field - is capable of creative problem solving and development of working methods - know the prerequisites for profitable and customer-oriented operations
Previous studies	