

Implementation plan Finished

Study unit	Digital Service Development (F7102), 5.0
Implementation	CCF1511: 1/2015-2016 (24.08.2015 - 30.06.2016)
Type	DIGITAL BUSINESS (F040)
Groups	Primary: CCF15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	18.05.2015 08:00 - 31.05.2015
Main timing for implementation	
Applicability	For exchange students: No For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Kyttä Janika (Teacher in charge), Mononen Asko (Other teacher)
Campus	Laurea Lohja
Main location for implementation	
Implementation method	Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 5 cr
Implementation class	
Focus areas	Service business, Student entrepreneurship
Evaluation at the latest	23.01.2016 Storing of graded material ends.: 23.12.2016
Exam days	
Having completed the study unit the student is able to	The student is able to: • understand digital consumer • plan content marketing & activities • understand basics of digital service development process • understand basics of online analytics
Previous studies	