

Implementation plan Finished

Study unit	Digital Service Development (F7102), 5.0
Implementation	CCF1521: 2/2015-2016 (04.01.2016 - 23.06.2016)
Type	DIGITAL BUSINESS (F040)
Groups	Primary: CCF15SY Others :
Involved in the project	
Lecturers	Asko Mononen
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Mononen Asko (Teacher in charge), Kyttä Janika (Other teacher)
Campus	Laurea Lohja
Main location for implementation	At the campus
Implementation method	Other method of implementation, Web/virtual Language: English Virtuality: 3 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Service business, Technological competence and entrepreneurship (FUAS)
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
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	