

## Implementation plan Being edited

|                                                               |                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Customers and Consumers (G8158), 5.0                                                                                                                                                                                                                                                                                                                                            |
| <b>Implementation</b>                                         | SYG1411: 1/2014-2015 (25.08.2014 - 23.12.2014)                                                                                                                                                                                                                                                                                                                                  |
| <b>Type</b>                                                   | ENTREPREUNERSHIP (G067)                                                                                                                                                                                                                                                                                                                                                         |
| <b>Groups</b>                                                 | Primary: SYG313SJ Others :                                                                                                                                                                                                                                                                                                                                                      |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Lecturers</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                                                                                                                                                        |
| <b>Enrolment period</b>                                       | 19.05.2014 08:00 - 02.06.2014                                                                                                                                                                                                                                                                                                                                                   |
| <b>Main timing for implementation</b>                         |                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Applicability</b>                                          | <b>For exchange students:</b> No <b>For elective studies:</b> Yes <b>Open UAS student:</b> No <b>Suitable for virtual UAS:</b> Yes                                                                                                                                                                                                                                              |
| <b>Teachers</b>                                               | Ekström Maria (Teacher in charge)                                                                                                                                                                                                                                                                                                                                               |
| <b>Campus</b>                                                 | Laurea Otaniemi                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Main location for implementation</b>                       |                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Implementation method</b>                                  | Project/venture/R&D, Web/virtual <b>Language:</b> English <b>Virtuality:</b> 3 cr <b>Integration of R&amp;D:</b> 3 cr                                                                                                                                                                                                                                                           |
| <b>Implementation class</b>                                   | LbD based on entrepreneurship                                                                                                                                                                                                                                                                                                                                                   |
| <b>Focus areas</b>                                            | Expertise in nursing and coping at home, Service business, Student entrepreneurship                                                                                                                                                                                                                                                                                             |
| <b>Evaluation at the latest</b>                               | 23.01.2015 <b>Storing of graded material ends.:</b> 23.12.2015                                                                                                                                                                                                                                                                                                                  |
| <b>Exam days</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Having completed the study unit the student is able to</b> | The student is able to analyse the needs, expectations and values of the clients and groups in social and health care context. He/she is able to grasp the meaning of clients' understanding in value co creation. The student knows the role of the client as a consumer. The student will learn how the practices of everyday life should be the basis of new service design. |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                                                                                                                                                 |