

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Service Design for Circular Economy (R0424), 5.0
Toteutus	TOA1721: 2/2017-2018 (08.01.2018 - 15.06.2018)
Tyyppi	MUU TÄYDENTÄVÄ OSAAMINEN (R020)
Ryhmät	Ensisijainen: TOA17SY Muut:
Projektissa mukana	
Luennoitsijat	
Osallistujamäärät	Minimi: 5 Maksimi: 20
Ilmoittautumisaika	29.11.2017 08:00 - 30.11.2017
Pääsääntöinen toteutusajankohta	Erikseen sovittavan aikataulun mukaan
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Kyllä Avoimen opisk: Kyllä Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Jäättelä Ritva (Vastuupettaja), Harmoinen Päivi (Muu opettaja), Seppänen Miia (Muu opettaja)
Kampus	Laurea Leppävaara
Pääsääntöinen toteutuspaikka	
Toteutustapa	Muu toteutustapa Kieli: englanti Virtuaalisuus: 2 op T&k-integraatio: 5 op
Toteutusluokka	
Painoalat	Palveluliiketoiminta
Arviointi viimeistään	15.07.2018 Suoritusmateriaalin arkistointi päättyy: 15.06.2019
Tenttipäivät	
Opintojakson suoritettuaan opiskelija osaa	The student is able to • carry out a service innovation process in circular economy context • apply service design methods and tools to solve circular economy problems • utilize Coco cosmos -toolkit for problem identification, communication and co-creation
Edeltävät opinnot	
Keskeinen sisältö	This course is part of the <i>3amk Circular economy for sustainable growth</i> (15 cr) -learninglane pilot. The learning lane is designed to equip the student with a well-rounded understanding of how to plan, implement, execute and measure the success of circular economy initiatives within a modern, internationally oriented company. The course has a very practical approach, which will expose the students to real-life tools and techniques while preparing the student for various positions within the circular economy field. All student tasks are directly linked to actual challenges faced by SME companies. The learning lane consists of three modules: Study module 1: Towards a Sustainable Consumer Society (5 cr) (Metropolia); Study module 2: New Business Models in Circular Economy (5 cr) (Haaga-Helia) and Study module 3: Service Design for Circular Economy (5 cr) (Laurea). The student will enroll to the entire 15 ECTS module in the 3UAS offering. <i>Service Design for Circular Economy</i> -course will provide a theoretical framework for service design in the context of circular economy. Service design thinking is central in developing sustainable and attractive business models. Therefore, this module will be implemented hand-in-hand with the Study module 2, in order to achieve the highest synergy. Customer-focused design thinking approach allows rethinking products, services, business models and economic systems. It can help companies reach more value from the energy and resources they use. Service design and co-creation is central to a well-functioning circular economy. Existing services can be refined and completely new solutions can be created that can revolutionize the system itself (e.g. renting a coach, from owning to renting a car, etc.). With circular economy design, economic growth can be decoupled from the resource consumption by promoting innovation, smart design and co-design, knowledge sharing, cooperation and

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	collaboration. In a co-creation process, the mutual value is "created with stakeholders". The needs, objectives and activities are negotiated together with different stakeholders. The process takes into consideration the real needs of the target groups in order to create sustainable innovations. Contents 1. Service innovation process grounded in foresight & service design: 1. map & understand, 2. forecast & ideate, 3. model & evaluate, 4. conceptualize & influence 2. Service design methods and tools applied to circular economy 3. Coco cosmos toolkit for problem identification, communication and co-creation
Oppimateriaali	TBA
Ohjaus ja viestintä	Moodle is utilized as learning and communication platform during the whole study path.
Arviointikriteerit ja arviointimenetelmät	Evaluation criteria TBA Methodology: The course will utilize blended learning and flipped classroom approaches. It will include hands-on exercises to learn to utilize service design tools for solving real life circular economy problems. The course includes a 2-day Circular Economy Boot camp. Coco Cosmos toolkit is a visually powerful design tool that will be used in the module to develop and to communicate shared views of complex situations and to discover innovation possibilities.
Projekti/hanke (nimi)	Circular Economy for Sustainable Growth - CircuS
Muut toteutusjärjestelyt	In developing sustainable and attractive business models service design thinking is central. Therefore, this course will be implemented integrated to the course "New Business Models in Circular Economy". Timetable (join contact session for both courses New Business Models for Circular Economy and Service Design for Circular Economy): 20.3. - 22.5.2017 on Thursday's at 12 - 16 & 2-day Bootcamp 16.-17.5.2017.