

Implementation plan Finished

Study unit	Service as Business (V1404), 5.0
Implementation	SNV1621: 2/2016-2017 (09.01.2017 - 20.06.2017)
Type	SERVICE OPERATIONS (V069)
Groups	Primary: SNV215SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 20 Maximum: 40
Enrolment period	28.11.2016 08:00 - 01.01.2017
Main timing for implementation	According to a schedule agreed by the parties
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: Yes
Teachers	Vierula Jonna (Teacher in charge), Mulder Riikka (Other teacher)
Campus	Laurea Tikkurila
Main location for implementation	Virtually
Implementation method	Optima realization/student group, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 0 cr
Implementation class	LbD supporting knowledge and skills development
Focus areas	Expertise in nursing and coping at home
Evaluation at the latest	20.07.2017 Storing of graded material ends.: 20.06.2018
Exam days	
Having completed the study unit the student is able to	The student is able to • determine the basic elements of service marketing • define the components of service quality • know the basic concepts of service design • understand how value is created to the customers through service
Previous studies	
Study material	Study material is provided on the on-line course. It is mainly on digital format, easily available for all participating students.
Tutoring and communication	This course is an 100 % online course. However, if you need support, guidance or discussions, a VOLUNTARY(=vapaaehtoinen) session for meeting the teacher and possibly other students as well, will be held at Mon 13.3.2017 at 14.30-16.00 . This means that the responsible teacher is in B306 and you have a possibility to stop by for questions and discussion. Welcome if needed! You have a possibility to work in your own schedule (the course opens in January 2017. Please check the returndates in the part "Evaluation criteria and methods" and/or in Optima course-area "Service as business terveysala"). Some tasks can be done together with a pair (please read instructions concerning every task) but every task has an individual return. Responsible teacher: jonna.vierula@laurea.fi
Evaluation criteria and methods	Return dates for Spring 2017:I) ad. 13.3.2017II) ad. 10.4.2017III) ad. 24.4.2017There are <u>3 returndates for the Spring 2017</u> meaning that the last returndate (III) is the last possibility to accomplish the course without the automatic possibility to redo. In addition, all the tasks are supposed to be done by the returndate you choose. Please notice, that the assignments returned <u>after 24.4.2017 are not accepted</u> and retake for the course happens earliest at the end of the year 2018.
Work strain	Online studies. 5cr = 135 hours student's work