

Implementation plan Finished

Study unit	Service as Business (V1404), 5.0
Implementation	SNV1721: 2/2017-2018 (08.01.2018 - 15.06.2018)
Type	SERVICE OPERATIONS (V069)
Groups	Primary: SNV216SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 20 Maximum: 40
Enrolment period	27.11.2017 08:00 - 08.12.2017
Main timing for implementation	According to student's own schedule
Applicability	For exchange students: No 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	
Focus areas	
Evaluation at the latest	15.07.2018 Storing of graded material ends.: 15.06.2019
Exam days	Real: Return dates: 15.3.2018/19.4.2018/17.5.2018 Re-exams: 15.03.2018, 19.04.2018, 17.05.2018
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	
Evaluation criteria and methods	Tasks 1-4: pass / fail Task 5- 6: 0 - 5 The whole course will be assessed by grade from 0-5.
Work strain	5 ECTS meaning 135 hours of independent studying.
Other arrangements	100 % online course. During the course the student has a possibility to use both English and Finnish language. Please notice, that this is not an English course. So, don't hesitate using your English language skills. Some tasks can be done in Finnish, too.