

Implementation plan Finished

Study unit	Service as Business (V1404), 5.0
Implementation	SWV1711: 1/2017-2018 (28.08.2017 - 20.12.2017)
Type	SERVICE OPERATIONS (V091)
Groups	Primary: SWV215SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: 20 Maximum: 40
Enrolment period	15.05.2017 08:00 - 31.05.2017
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	Puhakka Sanna (Teacher in charge)
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	Service business
Evaluation at the latest	20.01.2018 Storing of graded material ends.: 22.12.2018
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	