

BETTER BUSINESS BY DESIGN

Course Descriptions (4 February – 15 February 2019)

PROFESSIONAL STUDIES

Service Design: Designing profitable customer experience, 3 ECTS

Teachers: Jaana Liukkonen, Miia Koski

Learning outcomes:

The student is able to plan profitable customer experience and understands the meaning of entities related to it. The student is able to comprehend the effect of different elements of the interior on the atmosphere, associations and behavior. The student can analytically observe of the service process. The student can create relevant customer descriptions for product/service design concepts and comprehend the process of developing and launching new products/services. The student can do profitability calculations for product/service concepts. The student understands the meaning of user-centered design, the challenges related to the launching and marketing of new products and also the significance of innovative thinking for business development.

Contents:

- Design thinking and service design
- Planning customer experience
- Interiors and their elements, such as atmosphere, furniture, lightning, sounds colors, etc.
- Service and processes (customer service, responding to customer needs, buying process, costs and profitability)
- Customer group descriptions and techniques for collecting customer information
- The process of planning and launching new products/services
- Elements of product (design, material, colors, functionality, message, costs and profitability, price, product development and new concepts)
- Launching and marketing new product/service concepts

Learning methods:

Contact lessons, observation tasks, part of the course is implemented online, learning assignments, group work

Learning material:

Material provided by teachers, online material

Student's workload:

Approximately 81 hours from which 27 hours contact lessons and 54 hours independent work online and in group

Assessment Methods:

- Active participation 20%
- Case study, learning assignment 60%
- Presentation 20%

Assessment takes into account the working methods, problem-solving skills and the ability to apply theoretical knowledge in order to develop the working and business practices. Group work, active participation in teaching

Assessment Criteria:

Excellent (5): The student has carried out work at an excellent standard and participated actively and constructively. During the course the student has shown ability to comprehend the concepts of the course.

Good (4-3): The student has carried out work very well and participated actively and constructively. During the course the student has shown ability to comprehend the concepts of the course.

Satisfactory (2-1): The student has participated actively in the course. During the course the student has shown ability to comprehend the concepts of the course.

Prerequisites: No prerequisites

ELECTIVE STUDIES

Doing Business in the Nordic countries, 2 ECTS

Teacher: Cory Isaacs

Learning outcomes:

Students will know the ways of conducting business in the Nordic countries. Students will understand the unique challenges of creating a successful market entry plan into the region. Students will be aware of the Nordic countries economies, cultures and political systems.

Contents:

- The Nordic model
- Economies
- Cultures
- Industries and trade

Learning methods:

Lectures and guided practice, Independent study, company visit, guest lecturer/speaker, web studies, presentation, quiz

Learning material:

Andreasson, Claes, and Steve Strid. 2008. The Viking Manifesto: The Scandinavian approach to business and blasphemy. London. Marshall Cavendish.

Lewis, Richard D. 2004. Finland, Cultural Lone Wolf. London. [Nicholas Brealey Publishing](#).

Material handed out by the teacher

Student's workload:

Approximately 54 hours from which 18 hours contact lessons and 36 hours independent work online

Assessment Methods:

- Classroom participation 10%
- Presentation 45%
- Exam 45%

Assessment Criteria:

Excellent (5): The quiz, presentation and classroom performance are at an excellent level in terms of knowledge, skills and their further application. The student is clearly capable of autonomous professional development and the application of his/her knowledge and skills in the field of study.

Good (4-3): The quiz, presentation and classroom performance are at a good level in terms of knowledge, skills and their further professional application. The student demonstrates an emerging ability for autonomous professional development in the field of study.

Satisfactory (2-1): The quiz, presentation and classroom performance are of a passable level in terms of knowledge, skills and their further professional application.

Prerequisites: No prerequisites