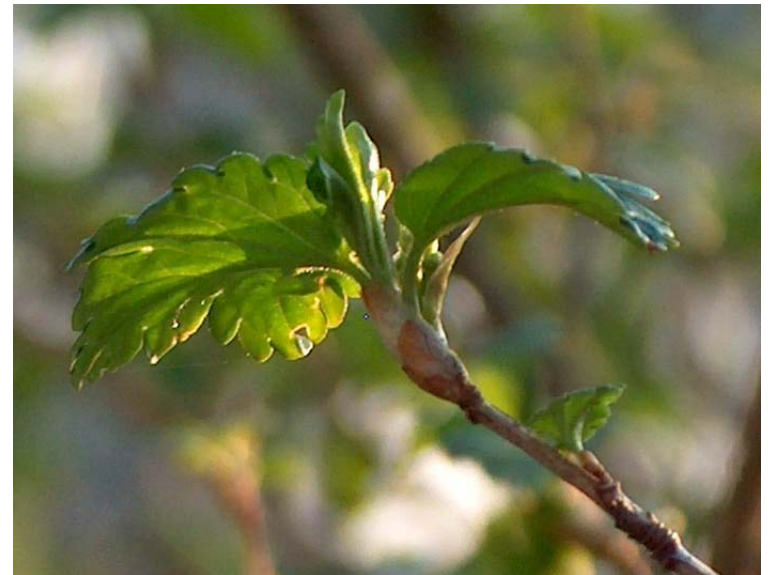


Master's Program of Service Business Management

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Overview of the Program

Fundamental puzzle

- Service Business is increasing significantly, but only few organizations have made major investments to create specific service business management curricula

Objective

- To create and carry out service business management master's level curriculum in collaboration with industry

Execution

- Initiated by Business Advisory Board (IBM, Nokia, Siemens, SAP, Metso and Bearing Point)
- Started in September 2006
- Funded by Ministry of Education of Finland
- Supported by High-Technology Association of Finland and ICT Industry



Students and Faculty

Students

- 30 students selected from 8 countries (115 applicants from 20 countries)
- Background: B.Sc. Degree of Engineering
- 3 - 25 years of practical industry experience, mainly from ICT industry, large and medium-size firms like ABB, Digital Chocolate, Ericsson, Honeywell, Nokia, Suunto, Vaisala



Faculty

- Multidisciplinary PhDs with academic and practical experience
- Visiting lecturers from industry
- International faculty visitors

Curriculum and Themes

Curriculum	Master's Thesis Project				30 cr
	Supply and Service Chain Management	Intra/ Entrepreneurship and venturing	Advanced Telecom Systems	Business Project Work	5 cr
	Operation, Production and Project Management	Technology, Service & Innovation Management	Broadcasting and Mobile Multimedia		5 cr
	Service Operations Stream	International Business Development Stream	Telecom Stream		5 cr
	Leadership and Teamworking				5 cr
	Strategic Management & International Business				5 cr
	Principles of Management and Introduction to Research Methods				5 cr
Themes	Business in the services economy Services in an international context (Japan, India, China, Europe, Anglo America and Latin America) Customer management, business models and innovations		Service leadership organizational development and teamwork Service delivery and technology architectures Strategic management, intra/ entrepreneurship, alliances and venturing		

Pedagogic Approach and Industry collaboration

Pedagogic Approach – Industry project based

- Combination of principles of action, problem based and experimental learning
- Visiting lectures from academia and industry on Thursdays and Fridays
- Dialogue and discussion based on selected readings and facilitated by discussion leaders – materials shared in www.rendez.org
- Thesis projects provided participants employers'



Examples of Industry Collaboration

- Advisory Board (IBM, Nokia, Siemens, SAP, Metso and Bearing Point)
- Co-creation of Master's Program structure, design and execution
- Visiting lectures of relevant management issues
- Thesis themes and projects, supervision and feedback
- Coaching and mentoring

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