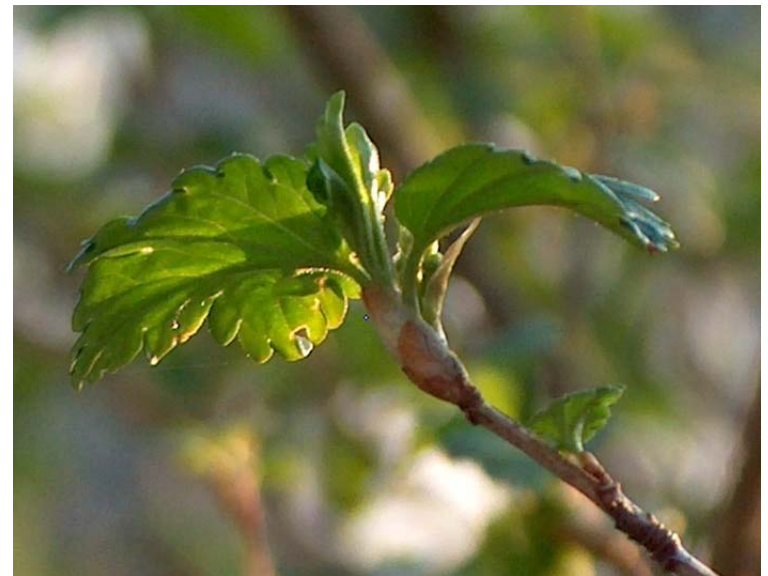


# Master's Program of Service Business Management

Dr. Taina Tukiainen  
Helsinki Polytechnic Stadia

Minna Takala  
Nokia Corporation



# 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

<b>Master's Thesis Project</b>				<b>30 cr</b>
Supply and Service Chain Management	Intra/ Entrepreneurship and venturing	Advanced Telecom Systems	Business Project Work	<b>5 cr</b>
Operation, Production and Project Management	Technology, Service & Innovation Management	Broadcasting and Mobile Multimedia		<b>5 cr</b>
<b>Service Operations Stream</b>	<b>International Business Development Stream</b>	<b>Telecom Stream</b>		<b>5 cr</b>
<b>Leadership and Teamworking</b>				<b>5 cr</b>
<b>Strategic Management &amp; International Business</b>				<b>5 cr</b>
<b>Principles of Management and Introduction to Research Methods</b>				<b>5 cr</b>

### Themes

<p><b>Business in the services economy</b></p> <p><b>Services in an international context (Japan, India, China, Europe, Anglo America and Latin America)</b></p> <p><b>Customer management, business models and innovations</b></p>	<p><b>Service leadership organizational development and teamwork</b></p> <p><b>Service delivery and technology architectures</b></p> <p><b>Strategic management, intra/ entrepreneurship, alliances and venturing</b></p>
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## 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](http://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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