

LAUREA UNIVERSITY OF APPLIED SCIENCES

Common and elective studies, Laurea Leppävaara, LYA09SY

1. year

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0315 LANGUAGE STUDIES, 0 cr

00526 Basic Italian 1, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A1 as defined in the Common European Framework.

Previous studies:

None.

00527 Basic Italian 2, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A2 as defined in the Common European Framework.

Previous studies:

Study unit Basics I of the language in question or equivalent language skills acquired elsewhere. .

00535 Basic Russian 2, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A2 as defined in the Common European Framework.

Previous studies:

Study unit Basics I of the language in question or equivalent language skills acquired elsewhere.

00534 Basic Russian 1, 5 cr**The student is able to:**

- kielen perusrakenteita sekä perussanastoa
- viestiä kohdekielellä yksinkertaisissa tilanteissa
- kirjoittaa yksinkertaisia ja ohjattuja viestejä
- tunnistaa kielialueen kulttuurille tyypillisiä piirteitä

Contents of the study unit:

- yksinkertaiset viestintätilanteet
- keskeiset rakenteet
- kielialueen kulttuurituntemus

Study unit description:

Opiskelija saavuttaa eurooppalaisen viitekehyksen taitotason A1.

Previous studies:

Ei ole.

00524 Basic Spanish 1, 5 cr**The student is able to:**

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A1 as defined in the Common European Framework.

Previous studies:

None.

01101 Tandem Project, Spanish - Finnish, 3 cr**The student is able to:**

- perehdyttää espanjankieliseltä alueelta tulevaa opiskelijaa suomalaiseen yhteiskuntaan ja kulttuuriin
- tukea opiskelijaparinsa suomen / espanjankielen opiskelua
- hyödyntää ja syventää aiemmin hankkimaansa kielitaitoa
- syventää kohdekulttuurin tuntemusta

01081 Proyecto Tándem español - inglés, 3 cr**The student is able to:**

- el/la estudiante finlandés/-a aprende castellano y sus conocimientos de la cultura y sociedad españolas/ latinoamericanas aumentan
- el/la estudiante español/-a aprende inglés y sus conocimientos de la cultura y sociedad finlandesas /de habla

inglesa aumentan

Contents of the study unit:

1. Encuentros regulares con el/la compañero/-a (por lo menos **6** veces)

2. Encuentros con la profesora (tres veces, 30 minutos cada reunión). En la primera reunión la pareja tandem hace un plan en que se conciertan las fechas de las futuras citas, las tareas y las maneras de trabajo etc. La segunda reunión con la profesora tiene lugar después de 3 - 4 encuentros de la pareja.

3. Documentos escritos: A Ambos compañeros llevan un *diario* (en español/inglés respectivamente) durante el proyecto, en que se describen los encuentros y las visitas, los asuntos comentados en las citas etc., contenido mín. tres hojas A4 (+ fuentes de información).

B El compañero no-finlandés: una *composición en inglés*, temas: propias experiencias culturales en Finlandia (estilo de vida, comunicación, tradiciones etc.), comentarios sobre el aprendizaje de la lengua y cultura en el proyecto Tandem. El compañero finlandés: una *composición en finés*, temas, por ejemplo, el proceso de aprendizaje de la lengua y cultura durante el proyecto, el aprendizaje de la otra lengua del compañero, cinco consejos para la gente que va a viajar a España, qué es bueno saber si uno estudia o trabaja en España, cómo se celebran los días festivos en España. Devolución de los documentos a más *tardar una semana antes de la última reunión* con la profesora.

Study unit description:

Temas posibles para los encuentros de la pareja tandem

- familiarización de uno a otro
 - presentación de la ciudad natal/lugar de residencia
 - puntos de interés turístico
 - personas famosas españolas/inglesas/(latino)americanas
 - visita en casa del compañero
 - cocinar juntos
 - leer periódicos, revistas
 - ver un programa de tele y hacer comentarios
 - ir al cine, teatro, museo, a una biblioteca o exposición
 - tareas de la escuela
- temas según interés propio!

00530 Basic French 1, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A1 as defined in the Common European Framework.

Previous studies:

None.

00531 Basic French 2, 5 cr

The student is able to:

- kielen perusrakenteet sekä perussanasto

- viestiä kohdekielellä melko yksinkertaisissa tilanteissa
- kirjoittaa yksinkertaisia ja ohjattuja viestejä
- tunnistaa kielialueen kulttuurille tyypillisiä piirteitä

Contents of the study unit:

- yksinkertaiset viestintätilanteet
- keskeiset rakenteet
- kielialueen kulttuurituntemus

Study unit description:

Opiskelija saavuttaa eurooppalaisen viitekehyksen taitotason A2.

Previous studies:

Kyseisen kielen perusteet 1 tai muualla hankittu vastaava kielitaito.

00194 Preparatory Studies in English, 3 cr

The student is able to:

- master basic English vocabulary and grammar
- use various methods for improving their language skills

Contents of the study unit:

- main structures of the English language
- basic English vocabulary

Study unit description:

Students improve their skills in communicating in English as preparation for completing actual studies in the language.

00195 Preparatory Studies in Swedish, 3 cr

The student is able to:

- master basic Swedish vocabulary and grammar
- use various methods for improving their language skills

Contents of the study unit:

- main structures of the Swedish language
- basic Swedish vocabulary

Study unit description:

Students improve their skills in communicating in Swedish as preparation for completing actual studies in the language.

01012 Ruotsin kielen perusviestintä, 5 cr

The student is able to:

- viestiä ruotsin kielellä suullisesti
- viestiä ruotsin kielellä kirjallisesti
- hyödyntää erilaisia menetelmiä kielitaitonsa kehittämisessä
- ammatillisen viestinnän perusteita

Contents of the study unit:

- suullinen viestintä
- kirjallinen viestintä
- luetun ymmärtäminen
- kuullun ymmärtäminen

- yleiskieli ja ammatillista viestintää

Study unit description:

Opintojakso on tarkoitettu opiskelijoille, jotka tarvitsevat harjoitusta ruotsin kielen perusviestinnässä. Opinto-jakso ei korvaa valmentavia opintoja. Perusviestinnän opintojaksoa voi opiskella ennen tai rinnakkain varsinaisen ruotsin opintojakson aikana. Opiskelija harjoittaa viestintätaitojaan ruotsin kielessä kehittääkseen valmiuksiaan osallistua ruotsin kielen varsinaisiin opintoihin.

00388 Preparatory Studies in Finnish (as Mother tongue), 3 cr

The student is able to:

- compose varied factual and functional texts
- make use of different writer's tools and grammar aid
- take on the communicative responses of team work

Contents of the study unit:

- creating a personal communicative profile
- using dictionaries and other tools for language aid
- providing the student for oral and written challenges of study time

Study unit description:

Students improve their skills in speech communication and writing in order to be able to successfully complete their studies in Laurea.

00522 Preparatory Studies in Finnish, 3 cr

Study unit description:

Students who fail an initial test must take preparatory studies in the language at the start of their studies. The preparatory studies count as credits for elective studies, if the student's language skills are not sufficient and s/he has been guided to complete these studies.

00189 Preparatory Studies in Mathematics, 3 cr

The student is able to:

- demonstrate the basic skills of mathematical applications required by his / her field of study

Contents of the study unit:

- recapitulation of upper secondary school mathematics

Study unit description:

Student practices his / her mathematic skills and develops preparedness to complete studies in mathematical applications within the main courses.

00305 Basic Finnish, 5 cr

The student is able to:

- learn the main principles of the Finnish language
- understand and use the most common expressions in Finnish in everyday situations

Contents of the study unit:

- everyday situations (e.g. requesting and giving information, travelling by public transport, using a post office)
- discussions about everyday subjects (oneself, family, living conditions, etc.)
- basic grammar, vocabulary and pronunciation

Study unit description:

The course provides an introduction to the Finnish language. Students will reach level A1 in accordance with the Common European Framework.

00310 Intermediate Finnish, 5 cr**The student is able to:**

- communicate in simple situations and routine tasks
- write simple texts
- understand the main points in messages and Finnish speech at normal speed about familiar subjects.

Contents of the study unit:

- everyday life, work, studying, daily and weekly routines
- everyday situations (shopping for food & clothes, going to a restaurant, etc.)
- grammar (e.g. past tense, local cases, question words, words describing time)

Study unit description:

Students will deepen their knowledge of the basics of the Finnish language and culture in order to reach level A2 in accordance with the Common European Framework.

00352 Advanced Finnish, 5 cr**The student is able to:**

- communicate in more formal situations
- develop her/his Finnish skills for work-related purposes

Contents of the study unit:

- vocabulary relating to studying and working life
- grammar (all tenses, adjective comparison etc.)

Study unit description:

The course will develop the students' Finnish language skills for professional purposes in order to reach level B1 according to the Common European Framework.

Previous studies:

The course mainly concentrates on developing communication skills (speaking and understanding Finnish). Grading is based on an oral exam, a written exam, and attendance and activeness during teaching.

00436 Preparatory Studies in English, 3 cr**The student is able to:**

- learn and practice the English grammar
- learn and practice business English vocabulary
- learn and practice various methods in language learning to improve the language skills

Contents of the study unit:

- revision of basic grammar rules
- building up business vocabulary
- text analyses
- reports and summaries
- interpretation of data
- graphic presentations
- presentation skills
- arguing for and against
- acting as an opponent

Study unit description:

The student will practice the communication skills, both oral and written, needed during the studies. The student will be able to participate efficiently in tuition from the very beginning of the studies.

00507 Preparatory Studies in Swedish, 3 cr**The student is able to:**

- master basic Swedish vocabulary and grammar
- use various methods for improving their language skills

00570 Preparatory Studies in Swedish, 3 cr**The student is able to:**

- master basic Swedish vocabulary and grammar
- use various methods for improving their language skills

Contents of the study unit:

- main structures of the Swedish language
- basic Swedish vocabulary

Study unit description:

Students improve their skills in communicating in Swedish as preparation for completing actual studies in the language.

00207 Working German 1, 5 cr**The student is able to:**

- communicate in common workplace situations
- write clear general texts using tools
- recognise typical cultural characteristics of the areas where the language is spoken
- know the main professional vocabulary related to their fields
- use and deepen basic language skills acquired earlier

Contents of the study unit:

- workplace communication events, service events
- small talk
- strengthening and deepening basic grammar skills
- cultural differences

Study unit description:

Students attain skill level B1 as defined in the Common European Framework.

00206 Working French 1, 5 cr**The student is able to:**

- communicate in common workplace situations
- write clear general texts using tools
- recognise typical cultural characteristics of the areas where the language is spoken
- know the main professional vocabulary related to their fields
- use and deepen basic language skills acquired earlier

Contents of the study unit:

- workplace communication events, service events
- small talk
- strengthening and deepening basic grammar skills

- cultural differences

Study unit description:

Students attain skill level B1 as defined in the Common European Framework.

Previous studies:

Basic language study unit (10 cr) or upper secondary school courses.

00204 Working Spanish 1, 5 cr

The student is able to:

- communicate in common workplace situations
- write clear general texts using tools
- recognise typical cultural characteristics of the areas where the language is spoken
- know the main professional vocabulary related to their fields
- use and deepen basic language skills acquired earlier

Contents of the study unit:

- workplace communication events, service events
- small talk
- strengthening and deepening basic grammar skills
- cultural differences

Study unit description:

Students attain skill level B1 as defined in the Common European Framework.

Previous studies:

Basic language study unit (10 cr) or upper secondary school courses.

00208 Working Russian 1, 5 cr

The student is able to:

- communicate in common workplace situations
- write clear general texts using tools
- recognise typical cultural characteristics of the areas where the language is spoken
- know the main professional vocabulary related to their fields
- use and deepen basic language skills acquired earlier

Contents of the study unit:

- workplace communication events, service events
- small talk
- strengthening and deepening basic grammar skills
- cultural differences

Study unit description:

Students attain skill level B1 as defined in the Common European Framework.

Previous studies:

Basic language study unit (10 cr) or upper secondary school courses.

00213 Working Russian 2, 5 cr

The student is able to:

- use the terminology of their fields verbally and in writing
- deepen their cultural knowledge, particularly in workplace situations
- make use of various information sources related to the language in their own fields

Contents of the study unit:

- terminology of the field
- producing and making presentations
- looking for work, recruitment
- negotiations related to the field and reporting on these
- cultural differences at work

Study unit description:

Students attain skill level B1 as defined in the Common European Framework, with an emphasis on professional communication.

Previous studies:

Working language 1 or good skills in the language acquired elsewhere.

00211 Working French 2, 5 cr**The student is able to:**

- use the terminology of their fields verbally and in writing
- deepen their cultural knowledge, particularly in workplace situations
- make use of various information sources related to the language in their own fields

Contents of the study unit:

- terminology of the field
- producing and making presentations
- looking for work, recruitment
- negotiations related to the field and reporting on these
- cultural differences at work

Study unit description:

Students attain skill level B1 as defined in the Common European Framework, with an emphasis on professional communication.

Previous studies:

Working language 1 or good skills in the language acquired elsewhere.

00212 Working German 2, 5 cr**The student is able to:**

- use the terminology of their fields verbally and in writing
- deepen their cultural knowledge, particularly in workplace situations
- make use of various information sources related to the language in their own fields

Contents of the study unit:

- terminology of the field
- producing and making presentations
- looking for work, recruitment
- negotiations related to the field and reporting on these
- cultural differences at work

Study unit description:

Students attain skill level B1 as defined in the Common European Framework, with an emphasis on professional communication.

Previous studies:

Working language 1 or good skills in the language acquired elsewhere.

00209 Working Spanish 2, 5 cr

The student is able to:

- use the terminology of their fields verbally and in writing
- deepen their cultural knowledge, particularly in workplace situations
- make use of various information sources related to the language in their own fields

Contents of the study unit:

- terminology of the field
- producing and making presentations
- looking for work, recruitment
- negotiations related to the field and reporting on these
- cultural differences at work

Study unit description:

Students attain skill level B1 as defined in the Common European Framework, with an emphasis on professional communication.

Previous studies:

Working language 1 or good skills in the language acquired elsewhere.

00533 Basic German 2, 5 cr**The student is able to:**

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A2 as defined in the Common European Framework.

Previous studies:

Study unit Basics I of the language in question or equivalent language skills acquired elsewhere. .

00532 Basic German 1, 5 cr**The student is able to:**

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
 - main structures
 - cultural knowledge of the areas where the language is spoken
- rituntemus

Study unit description:

Students attain skill level A1 as defined in the Common European Framework.

Previous studies:

None.

00525 Basic Spanish 2, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events
- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A2 as defined in the Common European Framework.

Previous studies:

Study unit Basics I of the language in question or equivalent language skills acquired elsewhere.

00469 Basics of Spanish Language 1, 5 cr

The student is able to:

- understand basic structures and vocabulary of Spanish
- communicate in simple situations of everyday life
- write simple texts
- understand the main points in messages and Spanish speech spoken at normal speed about familiar subjects

Contents of the study unit:

- simple communication events
everyday life, work, studying, daily routines, everyday situations (telling about oneself, greeting, shopping, ordering food in a restaurant etc.)
- grammar
e.g. articles, personal pronouns, possessive adjectives, present tense, interrogatives
- cultural knowledge, some characteristic features of Spain and Latin America

Study unit description:

• The course emphasizes acquisition of the four basic language skills: speaking, listening, writing and reading. Basic grammar is introduced and practiced.

Previous studies:

None.

00879 Basic Spanish 2, 5 cr

The student is able to:

- learn the basic structures and vocabulary of the language
- communicate in the target language in fairly simple situations
- write simple, targeted messages
- recognise typical cultural characteristics of the areas where the language is spoken

Contents of the study unit:

- simple communication events

- main structures
- cultural knowledge of the areas where the language is spoken

Study unit description:

Students attain skill level A2 as defined in the Common European Framework.

Previous studies:

Study unit Basics I of the language in question or equivalent language skills acquired elsewhere.

125 ELECTIVE STUDIES, 0 cr

Description:

Students use elective studies to deepen and broaden their competence in various themes and generic competences. Students should choose study units to align the content of their studies with their own personal interests and career objectives.

Content:

Each curriculum contains a theme consisting of elective studies. In the students' personal study plans, the theme should be made up of the study units chosen by the student from Laurea's language studies, Laurea's shared studies or another degree programme's curriculum. Any studies completed at another higher education institution (university of applied sciences, university, Online University of Applied Sciences, foreign institution) that cannot be recognised for the degree programme but that the student wishes to include in the degree should be classified under this theme. The number of credits from elective studies can be set separately for each degree programme, taking into account recommendations for the field of study. The aim is to have at least 15 cr of elective studies in each degree programme

01136 Käyttäjyhteisöt palvelu-, tuote- ja systeemi-innovaatioiden kehittäjinä, 10 cr

The student is able to:

- ymmärtää käyttäjätiedon merkityksen osana käyttäjakeskeistä ja käyttäjälähtöistä suunnittelua
- ymmärtää käyttäjien roolin osana yritysten innovaatioprosesseissa
- toimia käyttäjakeskeisessä ja/tai käyttäjälähtöisessä kehityshankkeessa

toimia osana asiantuntijatiimiä tutkimusverkostossa

00514 Marketing and Organisational Communication Managements 1, 10 cr

The student is able to:

- * käyttää erilaisia markkinointitutkimuksen menetelmiä liiketoiminnan analysoinnissa
- suunnitella yrityksen toimintaa tukevan sisäisen ja ulkoisen markkinointi- ja viestintästrategian
- rakentaa tuote- ja palvelubrändejä
- suunnitella viestintää erilaisille sisäisille ja ulkoisille sidosryhmille
- laatia tehokkaan kohderyhmäkohtaisen markkinointiviestintäsuunnitelman

Contents of the study unit:

- markkinointitutkimus johtamisen tukena
- yrityskulttuuri, yrityksen identiteetti ja arvot yrityskuvan rakentamisessa
- brändien rakentaminen ja johtaminen yrityksen kilpailukyvyn edistäjänä
- integroitu markkinointiviestintä ja markkinoinnin kilpailukeinojen johtaminen
- maineen ja julkisuuden hallinta

Study unit description:

Opintojaksolla opiskelija syventää osaamistaan yrityksen markkinointi- ja viestintätaidoissa. Hän tietää positiivisen yrityskuvan tärkeyden yritykselle ja osaa rakentaa yrityksen brändejä. Hän tuntee yrityksen identiteetin ja yrityskulttuurin merkityksen yrityksen asiakaslähtöisen toiminnan kehittämisessä ja osaa laatia ja toteuttaa eri kohderyhmille suunnatun tehokkaan sisäisen ja ulkoisen markkinointi- ja viestintäsuunnitelman. Opiskelija osaa

soveltaa monipuolisesti markkinointi- ja yritysviestinnän kilpailukeinoja liiketoiminnan kehittämisessä.

Previous studies:

Liiketalouden ja markkinoinnin perusopinnot

00513 Customership in Business Networks 1, 10 cr

The student is able to:

- arvioida asiakaspääoman merkitystä yrityksen liiketoiminnalle
- tehdä ulkoiset ja sisäiset lähtökohta-analyysit asiakkuusstrategian kehittämiseksi
- asettaa tavoitteet asiakastoiminnalle ja kehittää eri asiakaskohderyhmille soveltuvan asiakasstrategian
- hallita asiakastietoa asiakasjohtamisen tehokkaana työkaluna
- johtaa asiakkuuksia kannattavasti
- suunnitella yrityksen sisäisen toiminnan tukemaan kannattavaa asiakkuusjohtamisen järjestelmää

Contents of the study unit:

- lähtökohta-analyysit ja asiakasjohtamisen visio
- asiakastieto asiakasjohtamisen työkaluna
- asiakaslähtöinen liiketoimintamalli
- asiakkuuksien tehokas hallinta ja johtaminen
- sisäisten kyvykkyyksien johtaminen asiakkuusstrategiassa

Study unit description:

Opiskelija osaa analysoida asiakaslähtöisen liiketoimintamallin kehittämiseksi yrityksen ulkoista toimintaympäristöä ja yrityksen sisäistä toimintaa. Hän ymmärtää kannattavan asiakaspääoman merkityksen yrityksen pitkän tähtäimen menestykselle. Opiskelija tuntee eri asiakaskohderyhmien merkityksen ja osaa laatia niille asiakassuhteen kehittämiseen tähtäävän strategian. Hän osaa rakentaa kannattavan asiakkuusjohtamisen järjestelmän ja toteuttaa sitä yrityksen kaikessa toiminnassa. Näkökulmana on eettinen ja verkottuva asiakastoiminta. Reflektiivisyys ilmenee systemaattisena tiedonhankintana ja asiakastiedon analysointina kehittämiskohteiden määrittämiseksi ja toiminnan aikaansaamiseksi.

00512 Customer Relationships in Business Networks 2, 10 cr

The student is able to:

- kuvata elinkeinoelämän verkostoituneen toimintaympäristön erilaisia liiketoimintaverkkoja ja osaa hyödyntää niitä liiketoiminnan kehittämisessä
- hallita asiakastietoa ja hyödyntää asiakastietojärjestelmiä asiakkuuksien johtamisessa ja kehittämisessä
- käyttää erilaisia analyysityökaluja kannattavien ja uskollisten asiakkuuksien johtamisessa
- arvioida strategisten kumppanuuksien merkitystä asiakaslähtöisen toiminnan kehittämisessä
- ymmärtää verkostojohtamisen merkityksen yrityksen menestymisen kannalta

Contents of the study unit:

- liiketoimintaverkot arvontuotantojärjestelmässä
- verkostojohtaminen yrityksen ydinkyvykkyytenä
- asiakasinformaatio ja -tietojärjestelmät
- asiakasjohtamisen analyysi- ja seurantatyökalut
- key account management toiminta
- strategisten kumppanuuksien kehittäminen

Study unit description:

Opintojaksossa osaaminen ilmenee opiskelijan taitona hahmottaa ja jäsentää verkostoitunutta toimintaympäristöä ja ymmärtää siinä toimivien strategisten verkkojen antamia mahdollisuuksia liiketoiminnan kehittämiseen. Opiskelija ymmärtää verkostojohtamisen merkityksen yrityksen kilpailukyvyyn edistäjänä. Opiskelija osaa arvioida asiakastiedon merkityksen asiakkuuksien johtamisessa ja suunnitella asiakastiedon keräämis- ja hallintajärjestelmän hyväksikäyttäen asiakastietojärjestelmiä. Opiskelija osaa suunnitella tehokkaan key account management toiminnan ja hyödyntää asiakastietojärjestelmiä tavoitteena kannattavat ja uskolliset asiakkuudet. Hän ymmärtää strategisten kumppanuuksia merkityksen ja osaa luoda kumppanuuksia kannattavan ja tehokkaan liiketoiminnan edistämiseksi. Näkökulmana on eettinen ja verkottuva asiakas- ja partneritoiminta. Reflektiivisyys ilmenee systemaattisena

asiakastiedon analysointina kehittämiskohteiden määrittämiseksi ja toiminnan aikaansaamiseksi.

Previous studies:

Keskeisten ammatillisten opintojaksojen osaaminen

Asiakkuudet liiketoimintaverkostoissa 1-opintojakson suorittaminen

00801 Service Innovation and Design Toolkit, 10 cr

The student is able to:

- examine service experience and customer-based value creation comprehensively
- describe Service Design –process and business demands connected to it
- apply several Service Design methods

Contents of the study unit:

- Service Design as a diversified approach to user-centred service innovation, development and planning
- Understanding customer comprehensively
- Service Design process
- Service Design methods

Study unit description:

The aim of this study unit is to give student skills to innovate, develop and plan user-centred services. Latest international knowledge and method development are used during the study unit.

Previous studies:

Operating Environments, Clusters and Business Models or equivalent knowledge.

00802 Legal competence in consumer services, 10 cr

The student is able to:

- solve consumer's juridical problems
- advice and counsel customer in legal

Contents of the study unit:

- consumer legislation, central juridical concepts
- law concerning persons, basics of private law
- consumer as a societal actor in Finland and in Europe

Study unit description:

Student gets competences for juridical thinking and gets general idea of central regulations of consumer law and other civil law

00804 Destination Development Management, 10 cr

The student is able to:

- research and analyse the interaction of departure area and arrival destination
- act and manage in the cluster of tourism destination network
- cooperate in network projects of tourism destination
- produce research information and develop customer-oriented business services in the tourism destination

Contents of the study unit:

- dynamic of departure area and arrival destination
- destination management
- cooperating in the cluster of tourism destination network
- customer-oriented business services in the tourism destination

Study unit description:

The competences in study unit are related to researches, developments and analyses of interaction and dynamics

of departure area and arrival destination in national and international cluster of the tourism destination network. The core competence is the development of customer-oriented tourism business services.

Previous studies:

Service Culture competence theme or equivalent knowledge.

00807 Nutrition and wellbeing, 10 cr

The student is able to:

- evaluate and develop his/her own diet related to the nutrition recommendations
- conduct health promoting actions and wellbeing

Contents of the study unit:

- from meal to energy
- food, physical activity and healthy lifestyle
- nutrition trends in media

Study unit description:

The competence gained in this study unit is related to nutrition, physical activity and wellbeing from public health and health promotion perspectives. The student will be able to evaluate the long term influences of food choices and physical activities in different phases of life.

00809 Accommodation Management, 10 cr

The student is able to:

- analyze, plan and manage accommodation business services successfully
- measure effectiveness and productivity as part of successful accommodation business
- realize control of agreements, reservations and sales, as well as produce research information to develop the business further
- develop accommodation services from point of view of customers and company value chain and take responsible account of security and legal issues

Contents of the study unit:

- Accommodation as a business service
- Control of sales and profitability
- Agreements from the point of view of company value chain
- Security and legal issues

Study unit description:

Course competences are ground of researches and analyses of accommodation business and management of successful business. In the development of the competences the framework is the value chain theory from point of view of customers and company businesses in national and international networks.

Previous studies:

Service Culture competence theme or equivalent knowledge.

00815 Product knowledge and development of foodstuffs, 10 cr

The student is able to:

- describe and categorize foodstuffs and their characteristics
- develop profitable solutions for market segments
- evaluate the gastronomic implications of foodstuffs and adapt their food knowledge in business by creating value to customers
- yield information based on research and evaluate and develop business of a food industry firm based on product

Contents of the study unit:

- Food Awareness
- Functional Food Products
- Food Products for Special Diets
- Product Development Process

Study unit description:

The competencies in the study unit are related to describing, evaluating and developing foodstuffs in the business of a food industry firm.

In the development of the competencies the framework is the business environment of a food industry firm as well as the national and the inter-national networks.

00816 Developing quality in the value chain of foodstuffs, 10 cr**The student is able to:**

- plan the quality control and development of foodstuffs profitably
- analyse the national and the international risks related to food safety and develop in-house control in quality chain
- yield information based on research and evaluate and develop the quality of foodstuffs in the value chain

Contents of the study unit:

- In-house Control in Quality Chain
- Sensory Evaluation
- Packing of Food Products
- National and International Food Safety Risks

Study unit description:

The competencies in the study unit are related to analysing, evaluating and developing the quality of foodstuffs. The core competence is the profitable quality development in the value chain of foodstuffs within the national and international food industry firm's business.

00817 Competence in Purchasing, 10 cr**The student is able to:**

- handle the purchase process of services and products

Contents of the study unit:

- Purchase Law and Regulations
- Purchase Strategy
- Agreement law
- Invitation for tenders, tender documents, comparison of offers, draft decision

00818 Service Innovation and Design Toolkit, 10 cr**The student is able to:**

- examine service experience and customer-based value creation comprehensively
- describe Service Design –process and business demands connected to it
- apply several SD-methods

Contents of the study unit:

- Service Design as a diversified approach to user-centred service innovation, development and planning
- Understanding customer comprehensively
- Service Design –process
- Service Design –methods

Study unit description:

The aim of this study unit is to give student skills to innovate, develop and plan user-centred services. Latest international knowledge and method development are used during the study unit.

Previous studies:

Basics knowledge of business activities

01006 Baking in a Professional Kitchen, 5 cr

The student is able to:

- * muokata ja vakioda leivontaohjeita ammattikeittiöön ja erityisruokavalioihin soveltuviksi
- * tehdä erilaisia leivonnaisia ammattikeittiöön kustannustehokkaasti
- * laskea tuotteen valmistuskustannukset ja tehdä vertailulaskelmia itse valmistetun ja teollisen tuotteen välillä sekä arvioida ja vertailla tuotteen laatua

Contents of the study unit:

- * leivonnän raaka-aineet ja niihin tutustuminen
- * leivonnän ammattitekniikat ja erilaiset taikinat
- * ammattikeittiön leivontareseptiikka
- * kustannus- ja kannattavuuslaskenta, katetuotto

Study unit description:

teoriaopintoja, käytännön leivonnän harjoittelua BarLaurean keittiössä iltapäivisin. Tuotteet hinnoitellaan ja myydään kahvilassa. Arviointi: oppimistehtävät.

01022 Event Management in Multicultural Environment, 5 cr

The student is able to:

- work in multicultural teams and environments
- plan and establish an event
- understand different cultures and manage diversity

Contents of the study unit:

- service communication and professionalism
- event management
- concept of culture, diversity and intercultural communications
- cultural practices in event management

Study unit description:

The competence gained in the study unit is an understanding of the role of public relations in multicultural environment. Through theory and practice students will understand the meaning of the value creation and service concepts in the multicultural service sector. Specific skills are provided in the study unit to arrange events, to understand the variation between the cultures and to communicate professionally.

01021 Event Management, 5 cr

The student is able to:

- plan, establish and develop event services (seminars, congress, etc.)
- operate as business orientated, negotiate of budget and other arrangements with the customer

Contents of the study unit:

- event management
- catering trends
- etiquette

Study unit description:

Student is able to act in a professional event producer, and she/he can build on the latest trends.

00808 Developing the Operations of a Restaurant and Catering Company, 10 cr

The student is able to:

- utilize futures research methods when developing of restaurant and catering services
- operate environmentally responsibly and profitably

Contents of the study unit:

- developing the restaurant and catering services
- the futures research methods, trends, themes
- environmental responsibility and profitability

Study unit description:

The competence gained in this study unit is to develop the operations of a restaurant and catering company profitably from the viewpoint of a manager.

Previous studies:

00175 Systems Competence in a Service Network.

01023 Beverage product knowledge and bar operations, 5 cr

The student is able to:

- choose and recommend drinks and cocktails appropriate for different kinds of events, occasions and purposes
- evaluate the quality of non-alcoholic and alcoholic drinks
- work with bar service processes and operations

Contents of the study unit:

- types of drinks, drink production, preparation of drinks, procurement and storage
- drink serving etiquette
- testing drink products using the senses
- practical bar operations

Study unit description:

The study unit is centred upon knowing and identifying different drink products, being able to use them professionally and master the bar service processes and operations.

00009 Creative Teams, 10 cr

The student is able to:

- lead teams to conduct dialogues
- give constructive feedback to team members
- use various ideation methods in a team
- set team targets together with others
- motivate other team members to reach common targets
- analyse team activities and work methods
- model experts' and workers' tacit knowledge
- generate information on the work community's activities and make use of it in development
- present and sell ideas at organisation-wide level

Contents of the study unit:

- shared expertise, interaction and dialogue as development tools
- team development stages
- ideation methods in teamwork
- team leadership (especially motivation)
- shared expertise and modelling tacit knowledge
- analysing and benchmarking an organisation's operating processes

- analysing innovations generated in teams in relation to an organisation's values and strategic targets
- refining ideas into concrete plans
- selling an idea in an organisation
- developing a work community

Study unit description:

The competence gained in the study unit relates to participating innovatively in teams and leading teams in a proactive, target-oriented way. The central areas of expertise include active interaction and leadership skills needed in teams, the use of various ideation methods, analysing team activities and targets, and modelling competence and processes in an organisation. Competence is reflected concretely in the management of a project that aims to develop an innovative idea. The focus is on teamwork as a development tool.

Previous studies:

Responsible Leadership in a Work Community or equivalent knowledge.

00010 Competence Development and Coaching, 10 cr

The student is able to:

- create enriching communities
- manage competence
- develop an organisation's competences
- plan and implement competence development programmes, development seminars and training events

Contents of the study unit:

- coaching
- coaching methods
- learning organisation
- learning and competence development
- developing an operating culture

Study unit description:

The framework for this study unit consists of competence-enriching communities, i.e. networked communities whose operations are primarily aimed at creating new competence. The focus is on competence development using development and training tools.

Previous studies:

Responsible Leadership in a Work Community or equivalent knowledge.

00320 Developing Service Innovations, 10 cr

The student is able to:

- specify development objectives based on the development needs of businesses and of the region
- participate in partnership networks
- work efficiently in a team and act in an influential way in an expert organisation
- assess capabilities, work and results against development objectives
- use the tools and methods of applied research and development
- implement and report a target-oriented development project

Contents of the study unit:

- defining need for development
- creating a context and knowledge base
- planning, implementing and assessing a development process
- working in professional teams with multiple expertise

Study unit description:

Students will implement a target-oriented development project, in which the competence consists of development skills using investigative work methods. The project will be defined in accordance with Laurea's Research and Development clusters.

00103 Interconnecting Networks, 10 cr

The student is able to:

- be learners and developers in an international value network
- participate in an internationally benchmarked learning process
- handle data network building in practice
- manage and maintain selected data network equipment
- design and implement network environments in lab work
- describe and define the workings, characteristics and components of WANs
- test and diagnose network connections

Contents of the study unit:

- content and materials of an internationally benchmarked, employer-driven study unit
- facilitating lifelong learning as participants in a value network
- lab work

Study unit description:

The competence gained in the study unit relates to using and managing telecommunications equipment made by a chosen manufacturer. Students master the practical use of chosen equipment and deepen their competence as experts in data networks.

Previous studies:

Data Networks at Work or equivalent knowledge.

00104 Developing Data Network Services, 10 cr

The student is able to:

- apply new network technologies and develop data network services
- implement and analyse chosen network server environments
- implement, change, combine and program network-based services
- implement and develop information security solutions
- implement name services in different network environments
- know about wireless network technologies and their practical bases
- know about IP phones and related new technologies in practice
- evaluate their own development work
- provide documentation related to development work

Contents of the study unit:

- network server systems
- programming network server systems
- shared services such as Windows Active Directory and LDAP
- selected firewall solutions and pointer-related services
- name services
- WLANs, support stations and their maintenance
- IP technologies such as VOIP
- LivingLab work and developing the field in practice
- network technologies of the future
- core competence of the future

Study unit description:

The deepening competence gained in the study unit relates to developing LAN services and their implementations. Knowledge of architectures, the solution to be implemented and the service forms the basis of development work and competence. The emphasis is on applying theory and new technologies to services and usability. Learning takes place through research and development in Laurea's learning environments. The study unit also generates evaluation competence.

Previous studies:

Data Networks at Work or equivalent knowledge.

01071 Safe actions in crisis situations and emergency conditions, 5 cr

The student is able to:

Perceive the actions public authorities are performing in various conditions (normal conditions, disasters, emergency conditions) as laid out in the regulations and principles guiding these actions

Define the various tasks and responsibilities of different authorities when working under emergency conditions

Analyze the effects and importance of crisis/disasters/emergency conditions have on individuals / population and learn to help and support them at crisis work

learn to deliver first aid in different danger or accident situations and co-operate with various public authorities

recognize risks, evaluate the effects from the operating environmental point of view as well as use risk management tools and develop the targets by using these tools

Contents of the study unit:

Basic information about rescue politics (personnel safety, fire and rescue services, police services, civil protection, and dangerous goods) first aid in emergency conditions, emergency medical aid and debriefing, emergency medical air exercise performed together with the defence forces.

Study unit description:

Tutored teaching, learning journal, visits, first aid teaching, exercises during the course with several authorities (e.g. a terrain course, usually during weekends).

00387 Go abroad, 3 cr

The student is able to:

- work successfully in a foreign country's learning and work environment.

Contents of the study unit:

- process of cultural encounters
- target country and target higher education institution, company or organisation
- Finnish culture and education system
- practical arrangements related to exchanges

Study unit description:

In order to apply for the Erasmus grant awarded by the EU or for a grant awarded by Laurea, students departing for international exchanges or job placements must generally complete preparatory international studies.

The studies include the online studies, contact sessions and learning exercises, which vary by unit/region.

Previous studies:

Acceptance onto an international exchange or job placement.

00017 Environmental Competence in the Service Sector, 10 cr

The student is able to:

- kehittää palveluympäristöä sosiaalisen, taloudellisen ja ekologisesti kestävä kehityksen näkökulmasta
- työskennellä ajankohtaisessa kestävä kehitystä tukevassa hankkeessa

Contents of the study unit:

- kestävä kehitys
- ympäristöosaaminen
- ympäristöjärjestelmät
- ympäristöosaaminen
- ympäristöpolitiikka
- ympäristöohjelma
- ympäristökatselmus

Study unit description:

Opintojakson osaaminen liittyy ympäristöosaamiseen, jossa opiskelija toimii monialaisessa verkostossa kehittäen alan toimintoja kestävästi kehityksen mukaisesti. Opintojakso liittyy ajankohtaiseen ympäristövastuulliseen hankkeeseen tutkimuksen ja kehittämisen keinoin.

00582 Creative Teams, 10 cr**The student is able to:**

- lead teams to conduct dialogues
- give constructive feedback to team members
- use various ideation methods in a team
- set team targets together with others
- motivate other team members to reach common targets
- analyse team activities and work methods
- model experts' and workers' tacit knowledge
- generate information on the work community's activities and make use of it in development
- present and sell ideas at organisation-wide level

Contents of the study unit:

- shared expertise, interaction and dialogue as development tools
- team development stages
- ideation methods in teamwork
- team leadership (especially motivation)
- shared expertise and modelling tacit knowledge
- analysing and benchmarking an organisation's operating processes
- analysing innovations generated in teams in relation to an organisation's values and strategic targets
- refining ideas into concrete plans
- selling an idea in an organisation
- developing a work community

Study unit description:

The competence gained in the study unit relates to participating innovatively in teams and leading teams in a proactive, target-oriented way. The central areas of expertise include active interaction and leadership skills needed in teams, the use of various ideation methods, analysing team activities and targets, and modelling competence and processes in an organisation. Competence is reflected concretely in the management of a project that aims to develop an innovative idea. The focus is on teamwork as a development tool.

Previous studies:

Responsible Leadership in a Work Community or equivalent knowledge.

00584 Competence Development and Coaching, 10 cr**The student is able to:**

- create enriching communities
- manage competence
- develop an organisation's competences
- plan and implement competence development programmes, development seminars and training events

Contents of the study unit:

- coaching
- coaching methods
- learning organisation
- learning and competence development
- developing an operating culture

Study unit description:

The framework for this study unit consists of competence-enriching communities, i.e. networked communities whose operations are primarily aimed at creating new competence. The focus is on competence development using development and training tools.

Previous studies:

Responsible Leadership in a Work Community or equivalent knowledge.

00511 Tandem-Projekt (Finnisch - Deutsch), 3 cr

The student is able to:

- Dem Lernen im Tandem liegt der Gedanke zugrunde, seinem Partner das Kennenlernen der Sprache und Kultur seines Heimatlandes zu erleichtern.

Contents of the study unit:

- Finnische Kultur und Sprache

Study unit description:

- Regelmäßige Treffen mit dem Tandempartner und dem Beratungslehrer
- Vereinbarte Aufgaben und Führen eines Lernertagebuchs

Previous studies:

Für deutschsprachige Studierende sind Finnischkenntnisse auf dem Grundkursniveau von Vorteil.

00515 Tandem project in language and culture, 3 cr

The student is able to:

- acquaint the student from a chosen language area into Finnish society and culture
- support the foreign degree student's or exchange student's Finnish language learning
- use the method of reciprocal learning in creating appropriate objectives for language or culture learning
- utilize and deepen her/his cultural and language knowledge

Contents of the study unit:

- peer tutoring in language and culture learning
- activating one's foreign language knowledge with a native speaker OR deepening one's intercultural abilities
- the process of cultural exchange

Study unit description:

The study unit consists of meetings between the tandem pair, meetings with the tutor and study diary report. The competence appears in students' developing language and cultural abilities.

Previous studies:

None. The objectives are created case-specifically.

00480 Fokus på Norden, 5 cr

The student is able to:

- tunnistaa Pohjoismaiden poliittiset, taloudelliset, sosiaaliset ja ekologiset erityispiirteet sekä viestiä niistä suullisesti ja kirjallisesti
- viestiä suullisesti ja kirjallisesti Pohjoismaihin liittyvistä ajankohtaisista asioista
- tarkastella omaa ammatiaan ja koulutusalaan pohjoismaisesta perspektiivistä
- vaihtoehtoisesti soveltaa ja hyödyntää kielitaitoaan Pohjoismaihin liittyvässä hankkeessa

Contents of the study unit:

- pohjoismainen kulttuuri ja historia
- pohjoismainen yhteiskunta
- pohjoismaiset työmarkkinat ja elinkeinorakenne
- pohjoismainen yhteistyö

- pohjoismaiset kulttuurierot työelämässä
- ajankohtaista Pohjoismaista
- oma ammatti ja koulutusala pohjoismaisessa perspektiivissä
- vaihtoehtoisesti Pohjoismaihin liittyvä hanke tai hanke voi olla osana opintojaksoa

00497 International Student Tutoring, 5 cr

The student is able to:

- understand the objectives and operating methods of the university of applied science and their degree programme
- understand the content of their culture
- plan operating methods related to grouping international students
- familiarise international students with Finnish learning environments and cultures
- actively promote well-being in a work community

Contents of the study unit:

- intensive international student tutor training
- planning of the tutoring process at each unit
- orientation of new international students
- tutoring of exchange students throughout the exchange; participation in exchange student orientation and in coordinated leisure activities
- developing competence in personal guidance and counselling

Study unit description:

The competence gained in the study unit relates to helping international degree and exchange students become settled in Finland, and to behaving responsibly in typical international situations at Laurea or one of its units. Competence is based on understanding Laurea's objectives, the basic principles of its operating culture, and the Finnish culture

00190 Student tutoring, 5 cr

The student is able to:

- understand the objectives and operating methods of the university of applied science and their degree programme
- plan ways of encouraging and motivating new students
- orientate new students in the local learning environment and culture
- market Laurea and its opportunities for studying
- use the communicating and marketing skills needed in marketing Laurea
- act as mentors for students who need special support
- actively promote well-being in a work community

Contents of the study unit:

- intensive training shared by all Laurea student tutors
- planning of the tutoring process at each unit
- orientation of new students
- marketing Laurea's studying opportunities
- acting as a student tutor
- developing competence in personal guidance and counselling

Study unit description:

The competence gained in the study unit relates to orientating new students and to behaving responsibly in typical situations requiring student tutoring at Laurea or one of its units. Competence is based on understanding Laurea's objectives and the basic principles of its operating culture.

01098 Financial Planning and Control, 10 cr

The student is able to:

- carry out planning, target and monitoring calculations and apply them to solve problems in executive decision-making
- apply financial administration methods and management information systems in setting targets, managing operations and monitoring
- carry out and utilise financial analyses, forecasts and reports in an international environment

Contents of the study unit:

- operational analyses and forecasts
- improving profitability and productivity
- implementing traditional cost calculation systems in practice
- activity-based accounting to support process management
- standard cost calculations
- profitability of profit centres
- budgeting process and target-setting
- management control and information systems
- strategic cost management

Study unit description:

Students deepen their competence in management financial administration by looking at accounting methods suited to problem situations and at control and information systems which support decision-making. The task of management financial administration is to set targets and control and monitor operations in line with the organisation's strategy. Students become familiar with related financial administration methods and management control and information systems, as well as relevant, timely and cost-effective reporting made using these systems to facilitate shareholder-oriented organisational control

Previous studies:

Strategic Business Development theme or equivalent knowledge.

01287 Promoting Intercultural Management in the Baltic Sea Region, PIM2010, 10 cr

The student is able to:

The students will get familiar with a theoretical and practical knowledge of intercultural communication, including e.g. culture theories, interpersonal skills, conflict management and resolution, negotiation skills. The students will learn about effective and successful communication at work and the basics of working in multicultural environments in order to be able to function actively in organizational development. The students will understand the means to realize and analyze certain dimensions of an organization regarding intercultural preparedness.

Contents of the study unit:

cultural theories, interpersonal skills, negotiation skills, lifelong learning, authentic case study, role plays, corporate ethics, intercultural conflict management and resolution, team skills, intercultural visualization

Study unit description:

The course consists of pre-work that will take place over the Internet during 1 April – 7 May 2010 and an intensive course during 9-23 May in Bydgoszcz, Poland. The pre-work consists of an essay to be written, and small tasks and active participation in the virtual learning environment before the intensive course in Bydgoszcz.

One assignment that will be performed during the intensive course will be given in advance over the Internet so that students have time to prepare and organize it all together. The international teaching team, consisting of teachers of participating universities and colleges, will run the intensive course. The pre-work and the intensive course provide 5 ECTS including a final study blog including self-assessment. Further, the students can write a book report (Task 4) providing 2 ECTS, and if the students wish to write an article alone or with a peer, they can gain 3 ECTS for the article. All tasks together give the student 10 ECTS. The student will receive a course certificate signed by the coordinating and host universities and colleges.

Previous studies:

Sufficient communication skills in English, at least 19 years of age, at least one full year of university/college study experience prior to the program.

