

LAUREA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Health Promotion, Regional Development and Management (Laurea Tikkurila, sote), SYV11KJ

Ylemmät ammattikorkeakoulututkinnot

1. PURPOSE AND OBJECTIVES OF THE DEGREE PROGRAMME

The studies provide skills for working as an expert and developer of health promotion and as a supervisor in a work community. The objective of the Degree Programme is to deepen the student's expert, development and leadership competences for the promotion of the population's health and well-being.

The studies are aimed at nurses, public health nurses, physiotherapists, and graduates of Social Services who hold a Bachelor's degree from a university of applied sciences. An individual who has completed another relevant degree in a higher education institution and who has a post-secondary level degree in nursing, public health nursing, physiotherapy or social services may also be approved as a student.

Master's degree graduates are able to develop service processes and structures in social services and health care in multidisciplinary networks as experts of health promotion. In positions of immediate supervisors, graduates are able to develop social services and health care by making use of research knowledge which anticipates the future and of their own experience, as well as to develop the productivity of personnel by means of various management methods. As immediate supervisors, graduates are able to evaluate the influence of social services and health care by applying simple evaluation methods such as modelling of operations.

The studies highlight

- development of expertise in health promotion
- personal and work community management and development
- research-oriented and developmental learning
- personal career plan

2. TRUCTURE, SCOPE AND KEY CONTENT OF STUDIES

The scope of the Degree Programme is 90 credits, and the studies can be completed in 1.5 years. The maximum duration of the studies is 3 years. Face-to-face instruction is primarily provided on two days per month and over the course of 1.5 years. Participation in the face-to-face instruction days is compulsory.

The Degree Programme consists of the following modules:

- **Evidence-Based Health Promotion 20 cr**
- **Management and Leadership 25 cr**
- **Research and Development 10 cr**
- **Elective Studies 5 cr**
- **Thesis 30 cr**

3. LEARNING AND STUDIES IN THE DEGREE PROGRAMME IN HEALTH PROMOTION

The pedagogic approach Laurea has created is called Learning by Developing (LbD). Learning that generates competence allows for creation of more in-depth expertise based on research knowledge, understanding of the phenomena of the workplace, new kinds of skills, and mastering of workplace situations. Gaining more in-depth expertise takes place in learning environments which combine research and development with regional development initiatives. Learning environments mean, for example, various development projects in the workplace in which students, lecturers and workplace representatives actively participate (Havukainen, Janhonen, Sarja, and Vesterinen 2010). The studies leading to a university of applied sciences Master's degree include the following key competences: self-development, ethical competence, communication and interaction competence, development competence, organisational and social competence and internationalisation competence (see the Attachment). Learning highlights experiences, personal approach, and partnership as well as active and responsible participation the studies. The students' work experience and professional competence are the foundation for creating a personal study plan (HOPS). Students promote their own learning by reflection of their learning and of the development and competence of the student group and work community, and areas that are evaluated include the actions of the student, student group and work community as well as the organisation of collaboration between the actors. (Raeithelin 1983, Engeström 2004.)

Instruction is provided in the form of a blended learning process while the student continues to work. Remote studies are conducted in the form of individual and group studies in accordance with the principles of collaborative learning: the special competence of individual students accumulates for the benefit of the entire group. The studies are supported by Laurea's online environment and information services. Part of the studies are completed online in the Optima learning environment. The students receive guidance in information gathering from the library personnel and the lecturer in charge of information gathering. The students may use Laurea's facilities during their regular hours.

The students' learning process and development of competence and expertise are supported with pedagogical guidance. Research and development guidance assists the students in the development of theoretical and research competence as well as of critical evaluation competence. The Principal Lecturer in charge of the Degree Programme and the responsible teachers of each study unit guide the students' learning. The personal study plan (HOPS) is the foundation for study planning and discussions with a tutor.

4. EVALUATION

Grading is used to evaluate how the objectives of each study unit are met. Learning exercises are primarily evaluated on the basis of content, structure and process. The evaluation supports the development of the students' competence and expertise. It highlights the development of the students' thinking and reflection both as an individual and as part of a work and learning community. (See Niemi 1997, Raeithel 1983.) The evaluation consists of self-evaluation by the student, peer review, and evaluations by teachers and, if needed, experts from the workplace. The evaluation is based on the evaluation regulations applied at Laurea University of Applied Sciences (Laurea Evaluation Regulations 2008).

A team led by the Principal Lecturer in charge of Master level studies is responsible for developing the curriculum. Student feedback is used in the development of the curriculum. Evaluations carried out within Laurea and with international collaboration partners are used in the development of the curriculum and in creating high-quality teaching practices.

Student feedback is linked to Laurea's quality assurance system (Laurea Quality Assurance Handbook 2010). Feedback is collected at the beginning of the studies and at graduation, and it is used in the development of the curriculum and instruction.

		1. year	2. year
OP	STUDIES	30	60
V043	EVIDENCE-BASED HEALTH PROMOTION		
V1206	Scientific basis of health promotion	5	
V0005	Social policy for health promotion	5	
V1207	Health promotion on the level of individuals, groups, and communities	5	
V1208	Health promotion based on evidence	5	
V044	MANAGEMENT AND LEADERSHIP		
V1211	Human Resource Management	5	
V1212	Strategic Leadership		5
V1213	Change Management		5
V1214	Personnel and Financial Administration		5
V0007	Influencing in society	5	
V045	RESEARCH AND DEVELOPMENT		
V0006	Research-oriented development methodology		10
V004	ELECTIVE STUDIES		
V003	THESIS		
V0004	Thesis	30	
		30	60

V043 EVIDENCE-BASED HEALTH PROMOTION , 20 cr

Description:

Valmistuttuaan opiskelija soveltaa työssään terveyden ja terveyden edistämisen tietoperustaa. Hänen toimintaansa ohjaavat terveyspoliittiset ohjelmat, sosiaali- ja terveydenhuollon tavoite- ja toiminta-ohjelmat, suositukset ja lainsäädäntö. Opiskelija osaa arvioida terveyden edistämisen vaikuttavuutta ja kehittää toimintaansa näyttöön perustuvan idean mukaisesti.

V1206 Scientific basis of health promotion, 5 cr

The student is able to:

Students are able to evaluate critically the applicability and usability of health information and health promotion, and investigate and analyse the concepts of health, health promotion and welfare. In addition, they are able to assess the promotion of health and welfare from the perspective of different disciplines and assess the ethics of health and welfare promotion.

Contents of the study unit:

- key concepts and theoretical basis of health and health promotion
- perspective of different disciplines to health, health promotion and ethics

Study unit description:

The study unit covers the concepts, knowledge base and approaches of health and welfare promotion and views about health and welfare from the perspective of different disciplines.

V0005 Social policy for health promotion, 5 cr

The student is able to:

- analyse and evaluate target and action programmes, recommendations and legislation guiding health promotion
- make use of government programmes and recommendations on health in health promotion
- understand health promotion from the perspective of various administrative sectors and service providers
- evaluate and develop their expertise of health information and health promotion in society
- evaluate and develop health promotion on different levels of the changing and globalising society

Contents of the study unit:

- key international and national government programmes and recommendations on health and social policy
- legislation

V1207 Health promotion on the level of individuals, groups, and communities , 5 cr

The student is able to:

Students are able to analyse the health needs of the population and apply the ethical knowledge base of health and welfare promotion. Students are also able to apply the knowledge base of health promotion for the promotion of the health and welfare of individuals, groups and communities. Students are able to evaluate the influence of health promotion at the level of individuals, groups and communities, justify the influence of health and welfare promotion and produce evidence of such influence. In addition, students know how to critically assess the knowledge that forms the basis for assistance methods in health and welfare promotion.

Contents of the study unit:

- information on the health status of the population
- methods of influence in health promotion on the level of individuals, groups, and communities, and assessment of these methods
- influence of health promotion

Study unit description:

The study unit provides skills for applying the knowledge base of health and welfare promotion and the information on which the assistance methods are based in order to promote the health of individuals, groups and communities. The studies also introduce students to evaluating the influence of promoting the health and welfare of individuals, groups and communities.

V1208 Health promotion based on evidence, 5 cr**The student is able to:**

Students are able to base health promotion on evidence and apply the process of a systematic literature review on the various themes of health and welfare promotion. Students are able to assess the level of evidence, make a synthesis of the acquired knowledge and evaluate critically the information they have generated on health and welfare promotion evidence.

Contents of the study unit:

- monitoring of health information and creating statistics
- theoretical foundation of evidence-based decision-making and operations (from the perspectives of research, experts, clients and resources)
- information gathering from the perspective of practical development needs
- assessment of the level of evidence
- identification of best practices
- recommendations of health promotion (current care recommendations, nursing recommendations, quality recommendations of health promotion)
- using various sources of information and recommendations in one's own work

Study unit description:

The study unit familiarises students with evidence-based procedures and instructs them in the use of different types of data sources in applying the process of a systematic literature review on the various themes of health and welfare promotion and on evaluating the level of evidence of health and welfare research.

V044 MANAGEMENT AND LEADERSHIP, 25 cr**Description:**

Graduates are able to critically apply different management approaches and their actions are based on a research-oriented work method. They are able to use different types of societal influencing methods and expertise available in networks.

V1211 Human Resource Management, 5 cr**The student is able to:**

- apply, combine and critically assess various theoretical approaches to management
- manage and develop themselves and personnel competences and occupational welfare

Contents of the study unit:

- management and leadership theories and theoretical trends
- personnel resources and competences
- personnel welfare and sustaining workability
- self-management and development

V1212 Strategic Leadership, 5 cr**The student is able to:**

- is familiar with the foundations of strategic working and the phases of the strategy process
- can, by utilizing forecast information, assess changes happening in the field of social and health care from the perspective of management.
- understands the significance of quality control and masters the principles of quality management.

Contents of the study unit:

- phases of the strategy process
- forecasting the future based on research data
- quality control as part of strategic management.

V1213 Change Management, 5 cr

The student is able to:

- implement the change process within an organisation
- support and advise personnel during changes and developments

Contents of the study unit:

- change management process
- tools for change management
- interaction and networking during change

V1214 Personnel and Financial Administration, 5 cr

The student is able to:

- master the basics of personnel and financial administration.
- manage and evaluate financial profitability.

Contents of the study unit:

- the basics and methods of financial administration
- labour legislation
- competition legislation

V0007 Influencing in society, 5 cr

The student is able to:

Students are able to use different types of societal influencing methods and channels and critically assess the objectives of their influencing measures. Students are also able to analyse different alternatives for developing the service structure.

Contents of the study unit:

- development of services and the service structure
- government decision-making in and evaluation of social services, health, and social policies
- influencing the social and economic decision-making
- publication channels of health-related communication

Study unit description:

The study unit explores social communications and influence channels and issues concerning the development of services.

V045 RESEARCH AND DEVELOPMENT, 10 cr

Description:

Graduates are able to develop their own work and work communities as supervisors, they are able to apply the research and development methodology and produce research-based reports on the development activities.

V0006 Research-oriented development methodology, 10 cr**The student is able to:**

- apply different methodologies of research and development in their own development activities
- make use of a variety of information gathering methods and sources of information in a versatile manner for generating new information
- critically assess health promoting development activities and their influence
- report and communicate the results of research and development projects

Contents of the study unit:

- the process of research-oriented development (reflectivity, critical approach)
- collection of data and analysis
- in-depth research method studies
- evaluation of objectives, processes and results and the evaluation of methodological effectiveness
- reporting on development activities as well as reflective and synthesising writing

V004 ELECTIVE STUDIES, 5 cr**Description:**

The students may plan their elective studies themselves and complete other higher education studies which correspond to the Master level requirements. The Principal Lecturer in charge of the elective studies approves the students' elective studies plans.

The study units are integrated with research and development activities and the thesis. The thesis is a process that spans the entire duration of the studies. Learning highlights action-based and collaborative ways of working.

V003 THESIS, 30 cr**Description:**

The aim of the thesis is to develop the students' ability to apply research data, to use selected methods for analysing and solving workplace problems and to carry out demanding specialist tasks independently.

The thesis must demonstrate the students' ability to define and process chosen development targets, a development-oriented approach, mastery of the theories and research methods needed in their work, familiarity with the thesis topic and related literature, skills in professional communication, the ability to work with long-term persistence and skills in understanding things holistically.

The thesis is completed as a workplace development project which progresses in alignment with the students' learning process. The thesis process consists of the following stages: analysis of the topic, planning, writing, evaluation, and publication. The thesis is evaluated by the teachers overseeing the thesis process. The evaluation of the thesis can be performed by lecturers and employer representatives participating in the development project. The students assess their own learning and the learning of others in the different stages of the thesis process.

Content:

"Ylemmän ammattikorkeakoulututkinnon opinnäytetyöt ovat luonteeltaan työelämälähtöisiä, prosessinomaisia, soveltavia sekä uuteen tietoon ja innovaatioihin tähtääviä. Opinnäytetyöprosessin yhteydessä syntyneen tiedon avulla ratkaistaan ongelmia ja esiin nousseita haasteita, kehitetään uusia ratkaisuja, menetelmiä, malleja sekä uutta osaamista eikä niinkään sovelleta yksinomaan tieteellisten tutkimusten kautta tuotettua tietoa sellaisenaan käytännön tilanteeseen." (Laurean yamk opinnäytetyöohje 2008.)

"Opinnäytetöiden työelämäkytkentä on integroitu kokonaisvaltaisesti opiskelijoiden opintoihin, jotta he kehittyisivät omaa työtään ja alaansa kehittävinä asiantuntijoina. Opinnäytetyöt toteutetaan erilaisissa organisaatioissa ja useimmiten opinnäytetyö organisoidaan yhteisöllisenä kehittämisprosessina organisaation toimijoiden kanssa, jolloin opinnäytetyöhön osallistuvat henkilöt toimivat yhteisönä, jossa tuotetaan uutta tietoa ja kehitetään oman yrityksen/ yksikön lisäksi myös kyseistä alaa sekä työelämää laajemminkin. Kyseessä on organisaation oppiminen sekä organisaatiossa toimivien yksilöiden jatkuva oppiminen ja itsensä kehittäminen siten, että yhteinen näkemys toimintamahdollisuuksien kehittämisestä syvenee." (Laurean yamk opinnäytetyöohje 2008)

V0004 Thesis, 30 cr**The student is able to:**

The aim of the thesis is to develop and demonstrate the students' ability to apply research data, to use selected methods for analysing and solving workplace problems and to carry out demanding specialist tasks independently (Government Decree 423/2005).

The students' own perspective and that of the work community to health promotion gains more depth. The students also gain more in-depth competence on the planning, implementation, management and evaluation of health promotion development projects. They create new work methods and innovations promoting health in their own work community or other work organisations.

The thesis is completed as a workplace development project which progresses in alignment with the students' learning process. The thesis process consists of the following stages: analysis of the topic, planning, writing, evaluation, and publication. The thesis is evaluated by the teachers overseeing the thesis process. The evaluation of the thesis can be performed by lecturers and employer representatives participating in the development project. The students assess their own learning and the learning of others in the different stages of the thesis process.