

LAUREA UNIVERSITY OF APPLIED SCIENCES

Common and elective studies, Laurea Lohja, LYF11SY

Learning concept at Laurea

Universities of applied sciences have three tasks set by law: research and development, regional development, and pedagogy. The effective integration of these three tasks has been seen as one of the keys to the successful completion of Laurea's statutory duties. The aim for Laurea is to produce competent graduates who become research-oriented developers of their work and their fields. A further aim is to develop and renew labour market competence through research and to produce innovations that make use of multidisciplinary competence to have an impact on our surroundings.

Laurea's learning concept is embodied in the Learning by Developing model, which has been rewarded by the Finnish Higher Education Evaluation Council. The objective of learning is competence, which is visible as new ways and means of working, and which allows for renewal of the labour market and the field. Learning by Developing takes place in workplace-oriented projects in which students, lecturers, workplace experts and customers work together to develop innovative solutions.

Students are seen as partners who, as their competence develops, are able to take on increasing responsibility and make use of their creativity to complete research and development tasks. Students acquire competence in learning environments comprising diverse workshops and labs. Professional competence is constructed out of the integrated combination of empirical data, a deep understanding of it, and skills in doing and handling situations. Working together to build knowledge-based skills leads to competence that allows students to manage diverse situations in the constantly changing world of work.

Learning at Laurea progresses through an orientation of skills. Scientific data is significant as a tool. Learning directs students to process knowledge and to select ethically significant knowledge that can be utilised and applied in development projects that correspond to their degrees. Laurea places importance on ensuring that students grow into skilled experts who can renew the labour market. Workplace-oriented development projects as learning environments allow for genuine learning, the construction of partnership networks, the application of meaningful experiences and the development of creativity and research orientation. In the work-oriented development projects, individuals and the target community develop their competence together. In addition, they generate new knowledge for developing and reforming the labour market.

Learning environments

The aim of the learning environment is to facilitate the achievement of learning outcomes while supporting the generation and development of new competence. Laurea's learning environments utilise internal and external networks and are in constant interaction with the workplace. Regional influence increases through communities and the networks that they form. Students use projects to learn the basics of networking, social skills and communication with experts in the field. Students grow into developers by carrying out development tasks and by interacting in competence networks.

Practical applications of learning environments include initiatives and projects that form innovation environments for the community, as well as various operating spaces designed for learning and development, competence hubs and development labs.

The student's role and responsibility in learning

In Laurea's work-oriented research and development projects, the concept of partnership implies cooperation between teachers, experts from the labour market and students. The cooperation is based on responsible commitment to the development project. Studying at Laurea requires critical thinking, problem-solving skills, self-directiveness, a proactive attitude and cooperation skills from students. The studies place a focus on an independent attitude. In development projects, all participants are seen as learners, because the projects aim to produce change and generate something new. Partnership also means mutual respect and appreciation for diverse skills. The progress of the development project requires sharing competence and building new competence out of different areas of expertise. Students participate as partners who build their competence by obtaining new tools and by taking part in various research and development initiatives.

The teacher's role at Laurea

The teacher's role in development projects can be described as that of an expert, a participant and a pedagogical leader. The teacher cannot transfer competence to students but guides the student's learning process. Depending on their roles, Laurea's teachers are both researchers and developers, influencers in regional development, and pedagogues. Teachers who work as researchers publish reports that demonstrate the effectiveness of development projects as reformers and developers of competence in the labour market. As a developer, a teacher is responsible for ensuring the progress of a development project.

Structure of the curriculum

Laurea's curricula are based on themes and study units. A theme refers to a wider competence area that typically requires that a student master several study units within the subject area. The contents of the themes and study units cover the core vocational competence in the field. Annual themes form an umbrella for studies from the perspective of increased professional growth. The curriculum contains the nationally defined generic competences (see Table 1) as part of the objectives set for the themes or study units. Mastering the generic competences ensures vocational education that meets the requirements set for the level to be obtained at universities of applied sciences, and mastering the themes builds competence needed in working life.

Table 1. National generic Competences (Arene 2010)

Generic competences	Description of the competence, bachelor level
LEARNING COMPETENCE	• is able to self-evaluate and develop one's competence and learning style orientation • is able to retrieve and analyze information and evaluate it critically • is capable of taking responsibility for collaborative learning and sharing knowledge in teams
ETHICAL COMPETENCE	• is able to take responsibility for one's own actions and for the consequences of these actions • is able to work according to the ethical principles of the subject field • is able to take other people into account in one's actions • is able to apply the principles of equality • is able to apply the principles of sustainable development • is capable of social influencing using one's know-how and based on ethical values
WORKING COMMUNITY COMPETENCE	• is able to operate as a member of a work community • is able to operate in communicative and interactive situations in working life • is able to utilize information and communications technology in one's subject field • knows the working life in one's subject field and is able to create personal contacts in working life and to operate in professional networks • is capable of decision making in unpredicted situations • is able to apply the principles of organizational management and leadership in working life and has abilities for supervision tasks • possesses entrepreneurial skills
INNOVATION COMPETENCE	

	• is able to conduct research, development and innovation projects applying the existing knowledge and methods of the field • is able to work in projects • is capable of creative problem solving and development of working methods • is able to find customer-oriented, sustainable and profitable solutions
INTERNATIONALIZATION COMPETENCE	• possesses communicative competence necessary for one's work and for professional development in the subject field • is able to operate in a multicultural environment • takes into account the effects of and opportunities for internationalization development in one's own field

Competence evaluation

Competence evaluation is based on the objectives described in the curriculum. These objectives define the requirements that students have to meet to achieve their degree titles. Competence evaluation shows how well the set objectives have been met. On the one hand, competence is seen as knowledge, skills and values, and on the other hand, as experience. Evaluation through development projects looks at an individual's and the project community's learning, the progress and significance of different processes, and the results achieved. Study units are evaluated on a numerical scale of 0 to 5 or on a pass/fail (H/O) basis. The evaluations apply criteria developed for evaluating the competence of students at the beginning of their studies and at graduation (see Table 2). The evaluation criteria for each study unit are given in the study unit's syllabus.

Table 2. Evaluation criteria for initial stage and graduation stage students

BACHELOR'S DEGREE	INITIAL STAGE STUDENTS	GRADUATION STAGE STUDENTS
EXCELLENT grade 5 Students are able to:	• Apply professional concepts expertly. • Comply with occupational safety instructions responsibly and independently. • Justify activities using research knowledge. • Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Act in customer-oriented ways and according to the situation. • Promote group activities. • Able to critically apply ethical principles in the subject field in one's conduct and tasks.	• Apply professional concepts expertly and extensively, and manage the big picture. • Develop occupational safety of their operating environment. • Develop operating methods by comparing, combining and selecting research knowledge. • Work independently and innovatively in line with objectives. Activities are mostly creative, focused on developing the workplace and distinctly professional. • Select, combine and develop appropriate techniques and models for activities. • Take initiatives and act responsibly in customer relations, and understand the meaning of customer relationships for the big picture. • Develop and renew activities of

		multidisciplinary teams. • Critically apply ethical principles in the subject field in complex and unanticipated situations.
--	--	---

BACHELOR'S DEGREE	INITIAL STAGE STUDENTS	GRADUATION STAGE STUDENTS
GOOD grade 3 Students are able to:	• Apply professional concepts systematically. • Apply occupational safety instructions in their activities. • Justify, compare and analyse their activities using general guidelines. • Able to cope independently in different tasks in each operating environment. • Apply acquired techniques and models diversely. • Act professionally in customer situations. • Work in a group in line with objectives. • Justify their activities in accordance with ethical principles.	• Apply professional concepts expertly. • Take care of occupational safety for themselves and the work community, and perceive development objects. • Select methods of operation in accordance with research knowledge and guidelines. • Work systematically and critically in line with objectives in complex situations. Operations are often flexible, systematic, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Prioritise and maintain customer relationships. • Promote group activities. • Critically apply ethical principles in the subject field in one's conduct and tasks.

BACHELOR'S DEGREE	INITIAL STAGE STUDENTS	GRADUATION STAGE STUDENTS
SATISFACTORY grade 1 Students are able to:	• Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. • Act safely, although activities are often schematic/ experimental/ fumbling/ self-involved. • Comply with rules and instructions, and justify their activities using provided instructions. • Act appropriately under guidance. • Use acquired techniques and models. • Take customers into account in their actions. • Act as group members. • Act in accordance with ethical	• Apply professional concepts systematically. • Comply with occupational safety instructions responsibly and independently. • Justify and analyse their activities using general guidelines and in accordance with evidence-based information. • Act professionally and responsibly in unanticipated customer and problem situations. • Work independently in different tasks in each operating environment. • Apply acquired techniques and models diversely • Act in customer-oriented ways

	principles.	and according to the situation, and understand customer needs. • Work in a group in line with objectives. • Act and justify their activities in accordance with ethical principles.
--	-------------	---

Degree programme's quality evaluation and development

The quality of Laurea's operations is monitored and developed with the quality assurance system (picture 1.). The aim of the quality assurance system is e.g. to extensively guarantee the quality of education and of other activities, systematically produce quality-related data for the development of the operations and to promote recognition of insufficient quality.

Processes have been described as support for Laurea's basic operations. The core process is the Learning by Developing process, its implementation is supported by the Education process, the Strategy and Management process and the HR process.

Strategy Implementation Plan, where the critical success factors and their indicators have been defined, functions as a tool for monitoring and evaluating operations. Central indicators for a degree programme's quality assurance are e.g. progress of studies, learning through research and development, dropout rate, completion of studies and development of competence in graduating students. The results according to the indicators are discussed annually and based on them the appropriate measures for the development of operations are defined.

Besides the data related to critical success factor indicators, Laurea also collects other feedback and evaluation data in order to develop the quality of a degree programme. The degree programme specific curriculum is evaluated annually. In addition to personnel also students and working life representatives take part in the evaluation.

Students' most important channel of evaluating and developing operations is the student feedback system. Student feedback system includes feedback questionnaires that measure the quality of education, student's professional growth and student wellbeing as well as immediate feedback. Collecting feedback data, its systematic processing with students and personnel as well as versatile exploitation of the data enable continuous quality development in education.

Students are actively involved in different development teams both on Laurea and local unit levels. Consultation meetings between student union LAUREAMKO and the steering group are organised regularly. The aim of the meetings is to take into account the students' points of view in the development of the operations. The consultation meetings are held both on Laurea and local unit levels. Student members participate also in Laurea's internal audits which are organised once an academic year. Through the internal audits students contribute to the quality development of education and other operations.



Laureas curriculum as a part of the European Higher Education Area

Finnish higher education institutions have reformed their curricula in accordance with the creation of the European Higher Education Area, i.e., the Bologna Process. The EU's strategic objectives regarding education also guide education in Finland. The Bologna Process covers a total 46 of countries, including some outside the EU. The aim of the Bologna Process is to establish a consistent, compatible and attractive Higher Education Area in Europe by 2010.

To promote the adoption of internationally understandable, comparable degrees, the process has created a system based on two main cycles: undergraduate (Bachelor level) and graduate (Master level). Finland has adapted its degree structure to align it with this European objective. In universities of applied sciences, the two-cycle degree is implemented in a way that students obtain a first-cycle (Bachelor's) degree, after which they have the opportunity to obtain a Master's degree. The requirement for access to Master's training is an undergraduate degree plus three years' work experience. The long-term objective is that approximately 20 per cent of Bachelor's graduates will take a Master's degree.

Finnish universities of applied sciences adopted ECTS (European Credit Transfer and Accumulation System) credits in 2005. In the ECTS, one academic year equals 60 credits. The ECTS is a student-centric system. It is based on the student workload needed to achieve the targets set for each degree programme.

The curricula describe the learning outcomes and competence. From the point of view of promoting international mobility, curricula must be internationally understandable. The aim of standardising the structures and learning targets of degrees is to improve the conditions for mobility within and between higher education institutions during the studies, and also in the workplace after graduation. In terms of the recognition and comparability of degrees taken in different countries, it is important to link learning targets to concrete competence requirements and definitions in the labour market.

Laurea's competence-based curriculum takes into account the demands of the Common European Framework. Studies are accumulated in the form of credits, and study units form larger modules. Competence is defined in terms of the students' learning outcomes. Currently resources are being directed towards further enhancing the ability of the curriculum implementations to generate new competence and innovations for Laurea's operating environment.

Sources:

The Bologna Process

<http://www.minedu.fi/OPM/Koulutus/artikkelit/bologna/index.html>

Global challenges and sustainable development in the curricula

The activities of the higher education institutions are based on responsibility, sustainable development and understanding and appreciating diversity within the higher education community.

A suggested measure of the Strategy for the Internationalisation of Higher Education Institutions is that the higher education institutions will increase education and research cooperation based on national and international networking in order to contribute to the attainment of the goals of the UN Decade of Education for Sustainable Development 2005-2014. Laurea's curricula will be developed according to the Strategy for the Internationalisation of Higher Education Institutions 2009-2015. Out of Laurea values sense of community and social responsibility represent these perspectives most clearly. Moreover, ethical competence of the generic competences of university of applied sciences degrees also means the ability to apply the principles of sustainable development in one's own work. Functioning in the globalising world requires the higher education institutions to critically consider the ethicality of their operational principles.

The goal is that all Finnish degree programmes have at least 30 cr. of studies in foreign language in their curricula. The local units proceed towards this goal gradually. In some degree programmes the goal has already been reached. The goal is also to produce competence that enables participating in solving global problems and building activities on an ethically sustainable foundation.

Source: <http://www.minedu.fi/export/sites/default/OPM/Julkaisut/2009/liitteet/opm23.pdf?lang=fi>

1. year

OP	STUDIES	
00532	Basic German 1	5
00533	Basic German 2	5
00207	Working German 1	5
00212	Working German 2	5
00217	Working German 3	5
00524	Basic Spanish 1	5
00525	Basic Spanish 2	5
00719	Well met - customer service in Swedish	5
00480	Fokus på Norden	5
F0018	Business Communication in Swedish 2	5
00762	Expert Communication Skills	5
00446	Finnish Language	5
00636	Written skills in Finnish	0
00637	Oral skills in Finnish	0
00720	Doing Business Abroad	5
00566	Mentoring and Career Planning	5
F0067	Creativity	5
F0068	Graphic Design Tools for Marketing Communication	5
F7008	Johtajuus - Ledarskap - Leadership	5
F7007	Asiantuntijayhteisöissä työskentely ja niiden kehittäminen	5
01030	Henkilöstövoimavarojen johtaminen ja kehittäminen	5
00501	Management in Problem Situations	5
00761	Marketing and Organisational Communication Managements 2	10
00504	International Operation Environments	10
01026	Palveluliiketoiminnan kehittäminen ja johtaminen	5
01027	Digital marketing and advertising	5
00050	Using ICT to Facilitate New Kinds of Business	10
F0066	Avainasiakkuuksien johtamisen käytännöt	5
01025	Asiakkuuksien kehittäminen liiketoimintaverkostoissa	5
01029	Myyntitoiminnan johtaminen	5
00019	Service Innovations in Business Development	10
00018	Developing Service Innovations	10
00498	Student tutoring	3
00814	Care for Patients with Severe Mental Disturbances	5
00805	The Prevention and Care of Diabetes	5
01071	Safe actions in crisis situations and emergency conditions	5
F0062	Use of drama in health promotion	5
00813	Maintaining Work and Functional Ability	5
00508	Proper Care for Critically or Seriously Ill Patients	5
00510	Proper Care for Cancer Patients	5
01310	Free from performance anxiety	3
01355	Visionary Leadership and the Future	5
F7037	Infectious diseases as a challenge in Nursing	5

00514	Marketing and Organisational Communication Managements 1	10
00048	Services as Business Innovators	10
00513	Customership in Business Networks 1	10
00512	Customer Relationships in Business Networks 2	10
F0019	International Business	10
01136	Käyttäjyhteisöt palvelu-, tuote- ja systeemi-innovaatioiden kehittäjinä	10
F0034	Know-how on internationalism - languages and cultures	5
F0036	Development Expert	5
F0059	Entrepreneurship and Innovation Activity 1	5
F0060	Entrepreneurship and Innovation Activity 2	5
F0061	Entrepreneurship and Innovation Activity 3	5
F0051	Management and Development of Personnel Resources	5
F0053	Advanced Course in Leadership and Foremanship	5
F0006	Commercialization of Service Innovations	5
F0014	Sales Work, Customer Negotiations and Management of Sales	5
F0007	From a Business Idea to a Profitable Business	10
F0012	Strategic Planning and Analysis of Corporate Business Activity	10
F0011	Personnel Administration, Management and Labor Laws	5
F0017	Customer Relationships as Network in Business Activities	5
00077	Companies in Business Networks	10
00081	New Business Opportunities	10
F7029	Sales and CRM Competence	10
		0

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.

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. .

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.

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.

00217 Working German 3, 5 cr

The student is able to:

- apply and utilise their language skills diversely in a project in their field or integrated into other study units
- develop their specialist language skills

Contents of the study unit:

- producing verbal and written presentations related to projects or other study units
- alternatively, language-related workplace development project

Study unit description:

This study unit is student-centred and implemented on a case-by-case basis.

Previous studies:

Working language 1 or 2 or good skills in the language acquired elsewhere.

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.

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.

00719 Well met - customer service in Swedish, 5 cr

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 ammattiaan 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
- ajankohtaisia Pohjoismaista
- oma ammatti ja koulutusala pohjoismaisessa perspektiivissä
- vaihtoehtoisesti Pohjoismaihin liittyvä hanke tai hanke voi olla osana opintojaksoa

F0018 Business Communication in Swedish 2, 5 cr

The student is able to:

Student knows how to:

- communicate effectively orally and in written form in Swedish
- act in Swedish in his/her specialist community and communicate the specialist themes of his/her specialist field by using different communication methods
- apply information acquired from Swedish sources
- act in multicultural operational environment
- market and sell products and services in Swedish
- manage the tasks of business and marketing communication in Swedish
- act in the trade fair projects and in the internationalization process of a business in Swedish
- maintain and develop customer relationships in Swedish.

Contents of the study unit:

- Marketing and sale of products and services in different situations
- Business and marketing communication

- Trade fairs
- Customer relationships
- International operating environment

Study unit description:

The student communicates in Swedish in business situations both orally and in written form. He/she sells and markets products and services in Swedish in various situations. The student manages tasks in business and marketing communication in Swedish. He/she acts in Swedish in situations connection with trade fairs and internationalization and maintains and develops customer relationships in Swedish.

The student reaches at least the skill level B1.1 according to the context of the European standards. Additionally, he/she reaches the language skills required from a government official and receives separate grades in oral and in written form.

Previous studies:

A passing grade in the Swedish language level test or after a grade fail accomplished XXX preliminary Swedish studies and study module Swedish 1 - Svenska inom affärlivet

00762 Expert Communication Skills, 5 cr

The student is able to:

- tunnistaa omat vahvuutensa ja heikkoutensa
- asettaa itselleen kehittymistavoitteet
- käyttää vuorovaikutustaitojaan rakentavan ilmapiirin sekä tuloksellisen toiminnan aikaansaamiseksi
- aktiivisesti toimia työelämän kokous- ja neuvottelutilanteissa

Contents of the study unit:

- itsetuntemus
- viestijäkuva
- asiantuntija-alustus
- ryhmäviestintä
- neuvottelutaito
- kokoustaito

Study unit description:

Opiskelija osaa tunnistaa omat vahvuutensa ja heikkoutensa ja osaa asettaa itselleen kehittymistavoitteet. Hän osaa käyttää vuorovaikutustaitojaan avoimen ja luovan ilmapiirin sekä tuloksellisen toiminnan aikaansaamiseksi. Opiskelija osaa aktiivisesti toimia työelämän kokous- ja neuvottelutilanteissa sekä osaa valmistella, johtaa ja dokumentoida ne. Opiskelija osaa toimia tavoitteellisesti, tehokkaasti ja yhteistyöhenkisesti ryhmäviestintätilanteissa.

Previous studies:

Teemojen 1 -2 opinnot

00446 Finnish Language, 5 cr

00636 Written skills in Finnish, 0 cr

00637 Oral skills in Finnish, 0 cr

00720 Doing Business Abroad, 5 cr

00566 Mentoring and Career Planning, 5 cr

The student is able to:

- establish relations with working life
- create networks and use them in professional development
- market him/herself and own know-how

Contents of the study unit:

- professional development
- mentoring
- working life skills

Study unit description:

Mentoring includes an idea that an experienced person shares his/her know-how with young professionals who are starting their careers. During this study unit a personal mentor from working life is sought for students (8-12 student per group) for 1 -2 years. Student meets the mentor regularly and gets support regarding him/her professional growth and development. Student and mentor groups meet with the person in charge of the study unit regularly and discuss current and common matters connected to working life. Student keeps a learning diary about his/her development throughout the mentoring.

F0067 Creativity, 5 cr**The student is able to:****Opintojakson päätyttyä opiskelija osaa:**

- huomioida luovan ryhmäprosessin vaatimukset ja mahdollisuudet toiminnassa
- soveltaa luovan ongelmaratkaisun työtapoja toiminnan kehittämisessä
- hyödyntää luovaa ilmaisua ja kulttuuri kehittämisen voivavarana

Contents of the study unit:**Sisältö:**

- Luovat ryhmäprosessit ja niiden edellytykset
- Luovat ongelmanratkaisumenetelmät
- Luovan ilmaisun, kulttuurin ja taiteen mahdollisuudet liiketoiminnassa / hoitotieteessä...?

Study unit description:**Kuvaus:**

Opintojaksolla opiskelijat tutustuvat käytännönläheisesti ja soveltaen luovan ilmaisun ja luovaan ongelmanratkaisuun mahdollisuuksiin. Opintojaksolla opiskelijat löytävät itsestään ja yhteisöstä uusia mahdollisuuksia ja kokeilevat itselleen aikaisemmin tuntemattomia ilmaisumuotoja ja ongelmien ratkaisutapoja.

F0068 Graphic Design Tools for Marketing Communication, 5 cr**The student is able to:****Opiskelija osaa:**

- tehdä Adobe InDesign-ohjelmalla helposti painojulkaisuja ja tuottaa niistä tiedostoja (pdf) tulostettavaan (esim. painoa varten), katseltavaan (esim. Adobe Readerillä tai web-selaimella) ja lähetettävään (esim. sähköpostitse) muotoon.
- ymmärtää graafisen teknologian ja visuaalisen journalismin käytännön läheiset asiat.

Contents of the study unit:**Sisältö:**

- Sähköisen julkaisun muodot
- Esitemateriaalin visuaalinen suunnittelu
- Taitto- ja kuvankäsittelyohjelmat (Adobe)

- Yrityksen kotisivujen suunnittelu
- Videoklippien teko
- Tekijänoikeus ja kuvat

Study unit description:

Kuvaus:

Opintojaksolla perehdytään ensin erilaisten esitemateriaalien sekä yrityksen kotisivujen suunnitteluun. Sen jälkeen opitaan oman tekemisen kautta markkinointiviestinnän keskeiset graafiset työkalut.

F7008 Johtajuus - Ledarskap - Leadership, 5 cr

The student is able to:

kesken

Contents of the study unit:

kesken

Study unit description:

kesken

F7007 Asiantuntijayhteisöissä työskentely ja niiden kehittäminen, 5 cr

The student is able to:

01030 Henkilöstövoimavarojen johtaminen ja kehittäminen, 5 cr

The student is able to:

- toteuttaa liiketoimintastrategiaa tukevan henkilöstöstrategian
- arvioida ja kehittää johtamisosaamistaan
- suunnitella organisaation tarpeita vastaavat HR-prosessit

Contents of the study unit:

- henkilöstöstrategia
- HR-prosessit
- oman johtamisosaamisen arviointi ja kehittäminen
- esimiestyön haasteet työyhteisössä
- esimiesrooliin liittyvät juridiset velollisuudet

Previous studies:

Vaikuttava ja vastuullinen johtaminen työyhteisössä -opintjakso tai vastaavat tiedot.

00501 Management in Problem Situations, 5 cr

The student is able to:

- tunnistaa työ-, yksilö- ja yhteisölähtöisiä ongelmatilanteita ja niiden syntyä erilaisissa työyhteisöissä ja verkostoissa
- toimia työroolistaan käsin tilanteiden ratkaisijana, tiedostaa omat vaikutusmahdollisuutensa niiden ratkaisemisessa esimiehenä sekä tunnistaa omia kehittymismahdollisuuksiaan ongelmanratkaisussa
- kehittää alustaitoja/johtamistaitoja
- toimia vuorovaikutuksellisin keinoin ongelmatilanteiden ratkaisussa ja kykenee arvioimaan toimenpiteiden käyttökelpoisuutta
- osaa tarvittaessa käyttää ulkopuolista apua ongelmatilanteiden ratkaisuvaihtoehtona
- arvioida hyvän työn ja työhyvinvoinnin merkitystä sekä liiketaloudellisissa että voittoa tavoittelemattomissa organisaatioissa ja määritellä siltä pohjalta kehittämistavoitteita

- toteuttaa tavoitteellisen kehittämisprojektin

Contents of the study unit:

- ongelmatilanteiden tunnistaminen, tyypittely ja jäsentäminen
- ongelmatilanteiden ratkaisu vuorovaikutuksellisin keinoin
- alais- ja esimiestaidot, asiantuntijamainen toiminta erilaisissa verkostoissa
- työyhteisön kehittämiseen liittyvä hanke

Study unit description:

Opintojaksossa syntyvä osaaminen ilmenee opiskelijan taitona tunnistaa ongelmatilanteita ja ratkaista niitä toimiessaan sekä asiantuntijan että esimiehen rooleista käsin erilaisissa verkostoissa. Opiskelija soveltaa omia vaikutusmahdollisuuksiaan ongelmatilanteiden ratkaisemisessa tunnistuen työ-, yksilö- ja työyhteisölähtöisiä ongelmatilanteita ja vahvistaa omaa osaamistaan ongelmien ratkaisussa. Opiskelija osaa tarvittaessa käyttää ulkopuolista apua toimiessaan eri työrooleissaan. Keskeisiä osaamisen alueita on vaikuttaa vuorovaikutuksellisin keinoin ongelmatilanteiden ehkäisyyn ja tarvittaessa niiden ratkaisuun sekä liiketaloudellisissa että voittoa tavoittelemattomissa organisaatioissa.

00761 Marketing and Organisational Communication Managements 2, 10 cr

The student is able to:

- käyttää markkinointitutkimusta mediamainonnan ja -viestinnän suunnittelussa
- laatia yrityksen toimintaa tukevan kohderyhmäkohtaisen julkisuus- ja mediastrategian sekä ylläpitää käytännön mediasuhteita
- soveltaa mainonnan kieli- ja merkkijärjestelmiä viestinnän suunnittelussa
- visuaalisen viestinnän ja verkkoviestinnän perusteet
- toteuttaa markkinointiviestintää eri sovellusohjelmilla sekä tekniikoilla ja menetelmillä verkkoympäristössä
- hyödyntää uusimpia teknologioita verkkoviestinnässä

Contents of the study unit:

- * markkinointitutkimus ja mediaevalinta
- julkisuus- ja mediastrategiat
- mediaviestintä ja mediasuhteen rakentaminen
- verkko viestintäareenana
- visuaalinen suunnittelu markkinointi- ja yritysviestinnässä
- digitaalisen- ja printtijulkaisun suunnittelu ja toteutus
- digitaalinen kuvankäsittely
- verkkokirjoittaminen

Study unit description:

Opintojaksolla opiskelija syventää osaamistaan yrityksen mediamainonnassa ja -viestinnässä sekä viestintäteknologiassa. Opiskelija osaa käyttää monipuolisesti hyväkseen markkinointitutkimusta nykyaikaisen julkisuus- ja mediastrategian suunnittelussa. Opiskelija tiedostaa median merkityksen liiketoiminnassa sekä osaa rakentaa ja ylläpitää yrityksen mediasuhteita. Opiskelija osaa suunnitella ja luoda julkaisuja painotuotteeksi ja verkkoympäristöön eri sovellusohjelmilla. Opiskelija hallitsee tekstin, liikkuvan kuvan ja äänen hyödyntämisen markkinointiviestinnän suunnittelussa ja toteuttamisessa.

Previous studies:

Liiketalouden perusopinnot.

00504 International Operation Environments, 10 cr

The student is able to:

- arvioida kansainvälisen talouden keskeisiä kehitystekijöitä ja syy-, seuraussuhteita
- arvioida valitun markkina-alueen erityispiirteitä organisaation liiketoimintamahdollisuuksien näkökulmasta
- analysoida kohdemarkkina-alueita
- huomioida kommunikoinnissa valtakulttuurien ominaispiirteet
- ennakoida ja arvioida arvojen, stereotyyppien ja rakenteiden vaikutuksia kulttuurien väliseen viestintään
- toimia monikansallisissa tiimeissä

Contents of the study unit:

- kansainvälisen talouden teoriaperusta
- maailmankaupan rakenne ja kehityssuunnat
- taloudellinen globalisaatio
- keskeiset kansainväliset taloudelliset organisaatiot
- kansainväliset toimintaympäristöt ja niiden analysointi
- maailman valtakulttuurien ominaispiirteet
- tapakulttuuri, businesskulttuuri
- kulttuurien välinen viestintä
- monikulttuuriset tiimit ja niiden johtaminen

Study unit description:

Opintojaksossa opiskelijan osaaminen ilmenee kykynä ymmärtää kansainvälisen talouden lainalaisuuksia ja hahmottaa eri alueiden taloudellisia-, kulttuurisia-, sosiaalisia ominaispiirteitä sekä rakenteita. Opiskelija osaa toimia ja kommunikoida kansainvälisissä toimintaympäristöissä. Opiskelijalla on taito analysoida liiketoimintamahdollisuuksia sekä arvioida kilpailutilanteita valituilla kohdemarkkina – alueilla.

Previous studies:

Kansainvälinen liiketoiminta-opintojakso.

01026 Palveluliiketoiminnan kehittäminen ja johtaminen, 5 cr**The student is able to:**

analysoida yritysasiakkaan prosesseja ja liiketoimintaa ja kehittää siltä pohjalta asiakkaan liiketoimintaa tukevia kokonaisratkaisuja

- analysoida ja kehittää uudenlaisia liiketoimintamalleja, joissa palveluliiketoiminnalla on merkittävä rooli
- hyödyntää teknologiaa palvelujen kehittämisessä
- kehittää yhteistoimintamalleja tieto- ja osaamisintensiivisten palvelujen tuottamisessa ja käyttämisessä

Contents of the study unit:

erilaiset palveluliiketoimintamallit

- tietointensiivinen palveluliiketoiminta
- teollisuuden palveluliiketoiminta
- tieto- ja viestintäteknologian hyödyntäminen
- ulkoistaminen

Study unit description:

Opintojaksossa osaaminen ilmenee opiskelijan taitona nähdä uudenlaiset palvelumallit liiketoimintaa kehittävinä ja uudistavina muutosvoimina.

Previous studies:

Keskeiset ammatilliset opintojaksot tai vastaavat tiedot.

01027 Digital marketing and advertising, 5 cr**Study unit description:**

Opintojakson osaaminen ilmenee opiskelijan taitona jäsentää, kuinka markkinointia johdetaan tehokkaasti digitalisoitumisen aikakautena. Opiskelija tuntee digitaalisen markkinoinnin välineet ja kanavat ja osaa laatia yritykselle suunnitelman niiden hyödyntämiseksi.

Opintojakso linkittyy Lohjan Laureassa käynnistyneeseen T & K –hankkeeseen (Töpseli), joka tähtää länsi-uusimaalaisten PK-yritysten kilpailukykyyn vahvistamiseen lisäämällä yritysten ymmärrystä sosiaalisen median tarjoamista mahdollisuuksista liiketoiminnalle. Töpseli-hankkeen konkreettinen tavoite on tarjota mukana oleville pk-yrityksille jäsennelty käsitys siitä, minkälaisia liiketoimintamahdollisuuksia sosiaalinen media tarjoaa ja kuinka

yritykset voivat kehittää toimintojaan sen avulla (esim. digitaalinen markkinointi).

00050 Using ICT to Facilitate New Kinds of Business, 10 cr

The student is able to:

- ennakoida ja arvioida uuden tieto- ja viestintäteknologian luomia mahdollisuuksia liiketoiminnalle
- hahmottaa sähköisen liiketoiminnan kehittämisen olevan kiinteässä yhteydessä yrityksen kokonaisstrategiaan
- eritellä sähköisen liiketoiminnan hyötyjä ja ongelmia sekä yrityksen että kuluttaja- ja yritysasiakkaiden näkökulmasta
- analysoida kriittisesti olemassa olevia sähköisen liiketoiminnan malleja ja käytänteitä
- löytää ja analysoida uudenlaisia sähköisen liiketoiminnan malleja
- arvioida sähköisen liiketoiminnan asettamia vaatimuksia logististen ratkaisujen suunnittelussa

Contents of the study unit:

- ICT:n liiketoiminnalle tuottamat mahdollisuudet
- uudenlaiset tietointensiiviset tuotteet
- virtuaalinen palvelutuotanto

Study unit description:

Opintojakso käsittelee tieto ja viestintäteknologian mahdollistamia uudenlaisia toimintamalleja, esimerkiksi tilaus- ja toimitusketjut ja asiakkuuden hallinta sekä kokonaan uudenlaisia tietointensiivisiä tuotteita ja palveluja ja virtuaalista palvelutuotantoa.

Previous studies:

Keskeiset ammatilliset opintojaksot tai vastaavat tiedot.

F0066 Avainasiakkuuksien johtamisen käytännöt, 5 cr

The student is able to:

- 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:

- asiakasinformaatio ja -tietojärjestelmät
- asiakasjohtamisen analyysi- ja seurantatyökalut
- key account management toiminta
- strategisten kumppanuuksien kehittäminen

Study unit description:

Opintojaksolla opiskelija tarkastelee ja arvioi yrityksen yhteistyösuhteista strategisen kumppanuuden kehittämisen näkökulmasta. Opiskelija tutustuu avainasiakkuuksien johtamisen käytäntöihin sekä oppii hyödyntämään erilaisia analyysityökaluja kannattavien ja uskollisten asiakkuuksien johtamisessa.

Previous studies:

01025 Asiakkuuksien kehittäminen liiketoimintaverkostoissa

01025 Asiakkuuksien kehittäminen liiketoimintaverkostoissa, 5 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 järjestelmä

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

01029 Myyntitoiminnan johtaminen, 5 cr

The student is able to:

- arvioida myyntityön ja vuorovaikutuksen merkitystä asiakassuhteiden hoidossa
- suunnitella ja johtaa kannattavaan liiketoimintaan tähtäävää myyntitoimintaa hyödyntäen erilaisia jakelukanavaratkaisuja
- suunnitella myynti- ja jakelukanavastrategian
- suunnitella, kehittää ja johtaa organisaation eri myyntikanavien myyntiprosessia
- laatia budjetteja sekä sisäistää kannattavan myynnin perusteet
- johtaa myyntitilanteita
- hallita vuorovaikutuksen ja vaikuttavan esiintymisen periaatteet ja liike-elämän tapatiedot
- ottaa huomioon myyntityöhön liittyvät eettiset asiat ja myyntiin liittyvät juridiset kysymykset

Contents of the study unit:

- myynnin ja jakelukanavien strateginen suunnittelu ja toteutus
- myyntiprosessien suunnittelu ja -seuranta
- kysyntä- ja myyntiennusteet
- vuosi-, kausi- ja kampanjasuunnittelu
- myyntitoiminnan budjetointi
- myyntikampanjan suunnittelu ja järjestäminen
- tehokas myyntineuvottelu

Study unit description:

Opintojakson osaaminen ilmenee opiskelijan taitona analysoida asiakkuuksien ja myynnin tuloksellisuutta. Opiskelija osaa suunnitella, organisoida, seurata ja kehittää eri myyntikanavien toimintaa. Opiskelija osaa vaikuttavan myyntineuvottelun taidot. Opintojaksossa perehdytään myös myyntikampanjan suunnitteluun ja toteuttamiseen.

Previous studies:

Keskeisten ammatillisten opintojaksojen osaaminen

00019 Service Innovations in Business Development, 10 cr

The student is able to:

- analyse the competence of the region and of organisations and set suitable development objectives

- carry out an objective-oriented development project
- generate new solutions, services and service systems
- assess their usefulness in terms of the profitability of either a start-up company or an existing business
- understand the effects of their own actions in an open network for the sector
- promote creativity with their actions

Contents of the study unit:

- familiarisation with major regional and national development strategies
- creating a context and knowledge base
- planning, implementing and evaluating the development process
- working in a shared expertise group as part of an innovation network
- analysing development and information needs
- evaluating the usefulness of generated solutions, services, products or systems
- copyright issues

Study unit description:

The competence gained in this study unit forms the basis of target-oriented developmental competence in promoting business operations. The framework is the promotion of innovations and related entrepreneurship. A development project is carried out to produce new competence for cluster interfaces and evaluate the added value generated by the competence for a network. Multidisciplinary teams are formed on the basis of the competence needs of each development project.

Previous studies:

Developing Service Innovations or equivalent knowledge.

00018 Developing Service Innovations, 10 cr

The student is able to:

- describe development objectives from the perspectives of the labour market and regional development
- participate in a partnership network
- work effectively in a team and act as opinion leaders in a community of experts
- evaluate their own and others' competence, work and results in accordance with development objectives
- use the tools and methods of applied R&D in development work
- carry out and report on an objective-oriented development project

Contents of the study unit:

- determining development needs
- creating a context and knowledge base
- planning, implementing and evaluating the development process
- working in a shared expertise group

Study unit description:

The study unit forms an objective-oriented development project, where the competence gained is that of a developer using investigative research methods. The object of competence development is determined for each cluster by Laurea's research and development policy.

Previous studies:

Main professional competences minimum of 120 cr or equivalent knowledge.

00498 Student tutoring, 3 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.

00814 Care for Patients with Severe Mental Disturbances, 5 cr

The student is able to:

- carry out comprehensive nursing of patients with severe mental disturbances
- encounter and support mental health patients and their friends and family
- provide comprehensive care and rehabilitation for mental health patients as members of a multiprofessional team and network

Contents of the study unit:

- special needs of patients and their families in evidence-based mental health nursing and rehabilitation
- instruction includes lectures by experts, various field trips and independent work

Study unit description:

Students broaden their competence in the care and rehabilitation of mental health patients. They receive skills in patient care, as well as in encountering and supporting patients and their families.

Students evaluate their own learning and competence through independent work, develop their competence independently and with others, and share what they have learnt with a team.

Previous studies:

Recommended after completion of the Mental Health Assistance Methods study unit.

00805 The Prevention and Care of Diabetes, 5 cr

The student is able to:

vvv

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).

F0062 Use of drama in health promotion, 5 cr

The student is able to:

- Prevent bullying through active methods and problem solving-models
- interpret their own and other people's body language and non-verbal communication
- use drama and its methods when promoting health

Contents of the study unit:

- Students will explore and develop their self-expression, communication as well as communication skills through methods used in drama and theatre
- basics of drama and theatre work
- process in the drama work, improvisation, exploring statuses and non-verbal communication
- sharing experiences, expressing emotions and thoughts, exploring co-operation and learning to listen to others

Study unit description:

During the tutored teaching students will rehearse a dramatic presentation which will be performed at KUUTOS – happening. This is an experimental workshop day aimed at the Grade 6 students studying in the project schools.

00813 Maintaining Work and Functional Ability, 5 cr

The student is able to:

- use diverse methods and procedures for furthering and maintaining their own well-being and resources, as individuals and members of a community

Contents of the study unit:

- diverse activities related to students' empowerment and coping ability
- instruction includes lectures by experts, team exercises and independent work.

Study unit description:

Students maintain and improve their own well-being and increase their coping ability through creative activities, instructor-led sports and fitness, and sharing.

Students evaluate their own learning and competence through independent work, develop their competence independently and with others, and share what they have learnt with a team.

Previous studies:

Recommended for students at any level.

00508 Proper Care for Critically or Seriously Ill Patients, 5 cr

The student is able to:

- toteuttaa kriittisesti tai vakavasti sairaan potilaan hoitotyötä kokonaisvaltaisesti
- tukea kriittisesti tai vakavasti sairasta potilasta ja hänen läheisiään

Contents of the study unit:

- Kriittisesti tai vakavasti sairaan aikuispotilaan hoidon ja hoitotyön luonnehdintaa ja periaatteita
- Potilaan ja omaisten erityistarpeet erilaisissa kriittisesti tai vakavasti sairastuneen potilaan hoitoa vaativissa tilanteissa
- Tavallisia tutkimus- ja hoitotoimenpiteitä kriittisesti tai vakavasti sairaan potilaan hoidossa
- Opetus sisältää asiantuntijaluentoja, erilaisia tutustumiskäyntejä ja itsenäistä työskentelyä

Study unit description:

Opiskelija perehtyy kriittisesti tai vakavasti sairaan aikuispotilaan kokonaisvaltaiseen hoitotyöhön. Opiskelija saa valmiuksia potilaan hoitoon sekä potilaan ja omaisten kohtaamiseen ja tukemiseen.

Opiskelija kehittää osaamistaan itsenäisen työskentelyn avulla ja muiden kanssa sekä jakaa oppimaansa ryhmässä ja arvioi omaa oppimistaan.

Previous studies:

Opintojaksoa suositellaan loppuvaiheen opiskelijoille.

00510 Proper Care for Cancer Patients, 5 cr

The student is able to:

- toteuttaa syöpää sairastavan potilaan hoitotyötä kokonaisvaltaisesti
- tukea syöpää sairastavaa potilasta ja hänen läheisiään

Contents of the study unit:

- Syöpään sairastuneen potilaan ja hänen läheistensä selviytymisen tukeminen
- Erilaiset hoitotyön auttamismenetelmät syöpää sairastavan potilaan hoidossa
- Sairaanhoidon syöpäpotilaan kivunhoidon ja saattohoidon toteuttajana
- Opetus sisältää asiantuntijaluentoja ja itsenäistä työskentelyä

Study unit description:

Opiskelija perehtyy syöpään sairastuneen potilaan kokonaisvaltaiseen hoitotyöhön. Opiskelija saa valmiuksia potilaan hoitoon sekä potilaan ja omaistensa kohtaamiseen ja tukemiseen.

Opiskelija kehittää osaamistaan itsenäisen työskentelyn avulla ja muiden kanssa sekä jakaa oppimaansa ryhmässä ja arvioi omaa oppimistaan

Previous studies:

Opintojaksoa suositellaan loppuvaiheen opiskelijoille.

01310 Free from performance anxiety, 3 cr

The student is able to:

Tavoitteena on, että opiskelija osaa tunnistaa ja analysoida esiintymisjännitystään. Tavoitteena on myös, että opiskelija käyttää omaa itsetuntemustaan pohtiessaan esiintymisjännitykseen liittyviä syitä ja löytää keinoja hallita esiintymisjännitystään.

Contents of the study unit:

Sisältö:

Tutustuminen ja ryhmäytyminen
 Orientaatiotehtävä aiheeseen
 Esiintymisjännitys
 Esiintymisjännityksen ilmenemismuodot
 Kokemukset esiintymisjännityksestä
 Selviytymiskeinoja esiintymisjännitykseen

01355 Visionary Leadership and the Future, 5 cr

The student is able to:

Tulevaisuus on epävarma. Tulevaisuuden johtaminen edellyttää monipuolista toimintaympäristön tarkkailua etukenossa, jotta voi ajoissa tehdä päätökset, jotka muokkaavat tulevaisuutta haluttuun suuntaan kohti visiota. Visio on tulevaisuuden arvoankkuroitunut tahtotila. Visionäärinen johtaminen on organisaaation luotaaminen kohti haluttua tulevaisuutta yhteisen, jaetun vision avulla. Opintojaksossa käsitellään visionäärisen johtamisen ja tulevaisuusajattelun peruskäsitteet ja työkalut eri aloilta olevien käytännön esimerkkien avulla.

Contents of the study unit:

Opintojakson tavoitteena on antaa osallistujille käytännönläheinen kuva tulevaisuusajattelun käytöstä osana organisaatioiden johtamista. Opintojakson tavoitteena on antaa osallistujille käytännönläheinen kuva tulevaisuusajattelun käytöstä osana organisaatioiden johtamista. Jakson luennot, esimerkit ja välitehtävät avaavat osallistujille monialaisen toimintaympäristön haltuunoton osana oman organisaation johtamista. Jakson lopuksi osallistujat ymmärtävät tulevaisuuden tekemisen luonteen ja erottavat sen tulevaisuuden näkemisestä. Opintojakson päätteeksi osallistujat ymmärtävät jaetun vision tehtävän ja voiman osana strategista ajattelua yksittäisessä yrityksessä, julkishallinnossa ja järjestötoiminnassa, mutta myös toimiala- ja aluetason kehittämisessä. Osallistujat myös osaavat yhteisen kielen keskustella tulevaisuutta koskevista asioista ja nostaa agendalle tulevaisuutta koskevia haasteita kehittämiskohteiksi.

Study unit description:

Opintojakso sopii eri organisaatioiden kehittämisestä vastaaville henkilöille, jotka haluavat laajentaa osaamistaan monialaisen tulevaisuuden tutkimuksen soveltamiseen johtamiseen ja kehittämiseen. Jakson voi myös sisällyttää osaksi YAMK-opintoja.

F7037 Infectious diseases as a challenge in Nursing, 5 cr**The student is able to:**

Ehkäistä tartuntatautien leviämistä hoitotyössä. Tartuntatauteja tarkastellaan hoitotyön ja terveyden edistämisen näkökulmasta.

Contents of the study unit:

Tartuntataudit, niiden yleisyys, leviäminen ja torjunta niin kansallisesti kuin kansainvälisesti.

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

00048 Services as Business Innovators, 10 cr

The student is able to:

- analysoida yritysasiakkaan prosesseja ja liiketoimintaa ja kehittää siltä pohjalta asiakkaan liiketoimintaa tukevia kokonaisratkaisuja
- analysoida ja kehittää uudenlaisia liiketoimintamalleja, joissa palveluliiketoiminnalla on merkittävä rooli
- hyödyntää teknologiaa palvelujen kehittämisessä
- kehittää yhteistoimintamalleja tieto- ja osaamisintensiivisten palvelujen tuottamisessa ja käyttämisessä

Contents of the study unit:

- erilaiset palveluliiketoimintamallit
- tietointensiivinen palveluliiketoiminta
- teollisuuden palveluliiketoiminta
- tieto- ja viestintäteknologian hyödyntäminen
- ulkoistaminen

Study unit description:

Opintojaksossa osaaminen ilmenee opiskelijan taitona nähdä uudenlaiset palvelumallit liiketoimintaa kehittävinä ja uudistavina muutosvoimina.

Previous studies:

Keskeiset ammatilliset opintojaksot tai vastaavat tiedot.

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 ydinkyvyykkytenä
- 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 hyväksikäyttämällä 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

F0019 International Business, 10 cr

The student is able to:

- construe international business environment and define the main theories of internationalization
- take into consideration the development phase of the life cycle of the business area, the product and the market and their meaning in the internationalization of the business
- recognize the possibilities and preconditions for the growth and internationalization of the business and be familiar with making a market study of the target markets
- analyze the impacts of internationalization on the different operations of a business and its corporate structure
- identify the strategies of internationalization and business as well as service models supporting them
- compare and choose the operational form suitable to the business on the market by market basis.

Contents of the study unit:

- Globalization and international operating environment
- Internationalization in science and research; internationalization theories
- Different phases and life cycle models for growth and internationalization
- Market research supporting internationalization
- International negotiations and written communications
- The impact of internationalization on the production and administration of a business/corporation
- The impact of internationalization on the funding of a business
- International solutions for logistics
- Networks and partnerships in growth and internationalization
- Practical operations of export and an introduction to import

Study unit description:

In the study module the students will observe the operations of a business/corporation in an international, rapidly changing operating environment. Within the study module the students review the internationalization process of a business and its impacts on the different activities of the business. While observing the central focus is especially on the internationalization of services.

The study module includes a development project: e.g. a composition of a market research project about the given target markets or making plans for participating an international fair. The study module will partly be executed in

English.

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

The student is able to:

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

toimia osana asiantuntijatiimiä tutkimusverkostossa

F0034 Know-how on internationalism - languages and cultures, 5 cr

The student is able to:

Upon completion, students know how to act in an international operating environment in an appropriate way and learn to communicate in foreign languages. Students know how to take action in a goal-oriented way, for example by planning a project where they apply their business economics skills as well as their language and cultural studies. Students develop their knowledge when working in an international operating environment as defined by the personally outlined curriculums.

Contents of the study unit:

The contents of the course will be based on students' own interests. Students will develop their language and culture studies by either studying in their native country or abroad. The course may include selected tailored studies executed through an international student exchange programme or a developing project carried out in an international working environment or it may include an international project work, such as organising a fair or a trip to a certain destination. The contents of this module may be a part of another study module or project and be organised by an external client or agent.

F0036 Development Expert, 5 cr

The student is able to:

- apply group work and development methods in developing business/corporate operations
- choose appropriate research method and to make a research plan
- execute a quantitative research and/or a qualitative research project, to report and to present research findings and development proposals
- assess research process and to pay attention to the ethical principles in research and development activity.

Contents of the study unit:

- Most common group work and development methods and the total cycle of the development of the business operations
- Research process
- Execution of quantitative and qualitative research
- Execution of qualitative research
- Research ethics

Study unit description:

The student gets acquainted with the utilization of research findings in developing business. During the study module the students carry out a research project from the research plan to the discharge of the results and get familiar with practical application to different development and group working habits. The student justifies his/her choices in the research and development project on the basis of research literature.

F0059 Entrepreneurship and Innovation Activity 1, 5 cr

The student is able to:

- construe the role of innovation activity in the development operations of a business/corporation and be familiar with its theoretic frames of reference
- describe the Finnish innovation system and its most important actors
- orientate him-/herself on the preconditions of a functioning innovation strategy and the phases of its creation
- define innovation process in stages, internalize the methods of creative work and apply them
- analyze the importance and methods of innovative management/leadership
- orientate himself/herself on the preconditions and the phases of the creation process of a functional innovation strategy
- create new solutions, services and service systems and evaluate their applicability to either a start-up venture or to an already existing business activity.

Contents of the study unit:

- Defining innovation concepts
- Innovation strategy and innovation processes
- Anticipation of consumer behavior
- Research and development operations as a basis for innovation
- Launching innovations, from inventions to innovations
- Innovation architecture and innovation environments
- Innovation culture
- New technology and relationship networks
- Methods for creative working
- Goal-oriented management and leadership of innovation process
- Innovative foremanship and an organization that supports innovations
- Green innovation: eco-innovations

F0060 Entrepreneurship and Innovation Activity 2, 5 cr**The student is able to:**

The student is able to:

- construe the role of innovation activity in the development operations of a business/corporation and be familiar with its theoretic frames of reference
- describe the Finnish innovation system and its most important actors
- orientate him-/herself on the preconditions of a functioning innovation strategy and the phases of its creation
- define innovation process in stages, internalize the methods of creative work and apply them
- analyze the importance and methods of innovative management/leadership
- orientate himself/herself on the preconditions and the phases of the creation process of a functional innovation strategy
- create new solutions, services and service systems and evaluate their applicability to either a start-up venture or to an already existing business activity.

Contents of the study unit:**Sisältöjä:**

- Innovaatiokäsitteiden määrittely
- Innovaatiostrategia ja innovaatioprosessit
- Kuluttajakäyttäytymisen ennakointi
- Tutkimus- ja kehittämistoiminta innovoinnin pohjana
- Innovaation lanseeraus, keksinnöistä innovaatioiksi
- Innovaatioarkkitehtuuri ja innovaatioympäristöt
- Innovaatiokulttuuri
- Uusi teknologia ja suhdeverkot
- Luovan työskentelyn menetelmät
- Innovaatioprosessin tavoitteellinen johtaminen
- Innovatiivinen esimiestointi ja innovaatiota tukeva organisaatio
- Vihreä innovointi: ekoinnovaatiot

Previous studies:

Teemojen 1, 2 ja 3 opinnot.

F0061 Entrepreneurship and Innovation Activity 3, 5 cr**The student is able to:**

The student is able to:

- construe the role of innovation activity in the development operations of a business/corporation and be familiar with its theoretic frames of reference
- describe the Finnish innovation system and its most important actors
- orientate him-/herself on the preconditions of a functioning innovation strategy and the phases of its creation
- define innovation process in stages, internalize the methods of creative work and apply them
- analyze the importance and methods of innovative management/leadership
- orientate himself/herself on the preconditions and the phases of the creation process of a functional innovation strategy
- create new solutions, services and service systems and evaluate their applicability to either a start-up venture or to an already existing business activity.

Contents of the study unit:**Sisältöjä:**

- Innovaatiokäsitteiden määrittely
- Innovaatiostrategia ja innovaatioprosessit
- Kuluttajakäyttäytymisen ennakointi
- Tutkimus- ja kehittämistoiminta innovoinnin pohjana
- Innovaation lanseeraus, keksinnöistä innovaatioiksi
- Innovaatioarkkitehtuuri ja innovaatioympäristöt
- Innovaatiokulttuuri
- Uusi teknologia ja suhdeverkot
- Luovan työskentelyn menetelmät
- Innovaatioprosessin tavoitteellinen johtaminen
- Innovatiivinen esimiestoiminta ja innovaatiota tukeva organisaatio
- Vihreä innovointi: ekoinnovaatiot

Previous studies:

Teemojen 1, 2 ja 3 opinnot.

F0051 Management and Development of Personnel Resources, 5 cr**The student is able to:**

The student acquires skills for versatile expertise in developing personnel resources and management/leadership. He/she knows how to make a personnel strategy in accordance with the corporate/business strategy and manages and develops operations and human resources according to the strategies. The student knows the challenges of managing change and knows how to function in an active role in situations of change in accordance with the requirements of the work community's and co-workers' wellbeing and effectiveness. He/she is able to function in international organizations and with international actors with an advancing grip to work. The student masters the most essential soft ware programs for personnel management and is familiar with the legislation of his/her field.

Contents of the study unit:

* management of personnel and leadership of teams

* strategic management and leadership

* managing the risks of business

* skills of responsible business

* skills for managing and leading international business.

F0053 Advanced Course in Leadership and Foremanship, 5 cr

The student is able to:

x

Contents of the study unit:

The student advances his/her knowledge in one special course organized on a yearly basis

- Package of books
 - Visiting lecturers
 - Internationalization
 - Part of the lectures are shared with Yrkeshögskola Novia
- Some of the lectures will be executed in English, compare Leadership/Ledarskap

F0006 Commercialization of Service Innovations, 5 cr

The student is able to:

- develop, productize and commercialize innovative and economically profitable products and services
- produce a marketing plan for a small enterprise
- study and analyze customers and markets
- choose functioning delivery channels.

Contents of the study unit:

- Development process of products and services
- Diverse market situations: B2B, B2C, C2C,
- Creating and developing customer relationships
- Solutions for sales and delivery channels
- Planning marketing and composing a marketing plan
- Cost accounting
- Different models for setting a price

F0014 Sales Work, Customer Negotiations and Management of Sales, 5 cr

The student is able to:

- understands the importance of sales work as a success factor of a business
- commands the stages of sales process and is aware of the ethical challenges connected to sales work
- masters different sales techniques
- is aware of the characteristics of business to business –marketing (B2B)
- construes organizational purchase process and the stages of B2B-sales
- makes a goal-directed preliminary plan for a sales situation
- knows how to manage productive sales work and the principles of leadership in sales work.

Contents of the study unit:

- Sales process and organization of sales work
- Techniques for planning and control of the sales situation: solution sales, consultative sales

- Business to business –marketing
- Sales and marketing of products versus sales and marketing of services
- Leadership/management of productive sales work and measurement (systems for planning and control of sales, leadership of sales force, leadership of single sales person's work)

Study unit description:

The study module familiarizes students with the basics of sales work and the leadership/ management of sales. With practical exercises the students will learn to function in real life sales work situations. They will understand the ethical starting points of sales work and will understand the meaning of sales in creating productive business.

F0007 From a Business Idea to a Profitable Business, 10 cr

The student is able to:

- identify his/her own chances to become an entrepreneur
- find and evaluate business opportunities
- construct an appropriate business model to match the business idea
- make a realistic customer-oriented business plan.

Contents of the study unit:

- Entrepreneurship and internal entrepreneurship
- Business idea
- Business plan and business model
- Planning the finance and funding of a start-up
- Risk management of a start-up
- Company forms, immaterial rights, jurisprudence for marketing, product safety and product liability

Study unit description:

The student learns to search and evaluate business opportunities, to construct a realistic business plan and to write documents that are needed to set up a business. The student becomes familiar with the financial and legal liabilities as well as factors affecting profitability of a start-up.

F0012 Strategic Planning and Analysis of Corporate Business Activity, 10 cr

The student is able to:

- analyze and develop the operations of a corporation or another organization in a strategy-oriented way
- estimate factors having effect on the selection of the strategy
- plan and implement a lead-through process of a strategy change
- lead and administer projects
- make well-founded choices related to the implementation of a qualitative research
- make a small-scale qualitative research.

Contents of the study unit:

- Comprehensive analysis of the operations of a corporation or another organization
- Central methods and tools to implement the strategy through the whole organization
- Management and analysis of finances
- Customer-oriented business model as a strategic choice
- Budgeting and investment calculations
- Project management
- Basics for qualitative research

Study unit description:

The student implements the strategy. The student can make well-founded choices for the implementation of qualitative research and to utilize the methods of qualitative research in developing business/corporate operations.

F0011 Personnel Administration, Management and Labor Laws, 5 cr

The student is able to:

- function according to the strategy of the organization
- develop stand-by skills of his/her own and of the work community to correspond to the changing challenges of the organization
- understand personnel management as part of the strategy
- act to create actively renewable, supportive and healthy work community
- apply norms and laws applicable to labor in conventional situations as a superior and/or worker or as an entrepreneur

Contents of the study unit:

- Management of personnel resources and leadership
- Methods and tools of personnel management
- Leadership of oneself, knowledge of oneself and growing to become a superior
- Interaction and influence in the work community
- Principles of laws applicable to labor and the norm structure

F0017 Customer Relationships as Network in Business Activities, 5 cr**The student is able to:**

- observe the business activity as part of the networking operational environment
- assess partnership and the targets of improving it from the point of view of different actors in the partnership network
- produce customer-oriented goals for business operations
- develop a customer strategy and a customer care model applicable to different customer groups .

Contents of the study unit:

- Customer strategy
- Objectives and measurement of customer relationships
- Customer know-how
- Life cycle of customer relationship
- Customer relationship marketing and management of key customer relationships, KAM (key account manager)
- Advancing co-operation in business networks

Study unit description:

The student is able to perceive and construe the networking business environment and understands the possibilities provided by the functioning strategic networks for developing business operations. The student identifies and knows how to justify the possibilities the customer-oriented business model provides for business operations and knows how to form a strategy aimed at enhancing customer relationship, a strategy oriented business model with objectives and a system for follow-up. The student knows the practices of developing key customer relationships.

00077 Companies in Business Networks, 10 cr**The student is able to:**

- map the main operators and clusters involved in commerce in the sector
- describe various business networks existing between companies and organisations in the area
- identify the mechanisms by which global events are reflected at the local business level and vice versa
- recognise different business models and earnings principles
- compare factors affecting companies' profits and assets
- interpret phenomena in the economy from a business perspective
- make financial calculations and analyses

Contents of the study unit:

- operators and clusters in the operating environment
- economic structures and processes
- company stakeholders

- companies' business models
- financial mathematics

Study unit description:

The competence gained in the study unit is based on examining the operations of and interaction between companies and organisations in the field. It relates to knowing the different operators in the region and being able to define different business models. Students understand the ways in which companies and organisations can form business clusters. They also understand multiculturalism and have assumed global responsibility and sustainable development as part of their professional identities

Previous studies:

None.

00081 New Business Opportunities, 10 cr

The student is able to:

- recognise their entrepreneurial skills
- analyse customer needs and look for competitive advantages
- utilise the main forecasting methods
- find and assess business opportunities
- formulate business models and earnings logics in line with a business idea
- create a realistic, customer-driven business plan and start up operations
- create partnerships and networks and recognise strategic partnerships
- use research methods to analyse business operations

Contents of the study unit:

- value networks and partnerships
- methods of governance of the future
- internal and external company analyses and positioning on the market
- business ideas, business models and business plans
- planning the finances and funding of a start-up company
- managing risk in a start-up company
- regulations governing business

Study unit description:

The competence gained in the study unit is the skill to look for and assess business opportunities, to create a customer-oriented, realistic business model, and to compile the necessary documents for starting up a company. Students learn to recognise their entrepreneurial skills and become familiar with factors affecting a company's economic, legal and social responsibilities as well as its profitability.

Previous studies:

Companies in Business Networks and Business Operations and Processes or equivalent knowledge.

F7029 Sales and CRM Competence , 10 cr

The student is able to:

- Assess the significance of customer relationships and sales management for a company's operations
- Understand a networked operating environment and its impacts for customer relationships and sales management
- Conduct starting point analyses for developing customer relationship strategies
- Understand the features of business to business marketing (B2B)
- Set targets for customer work and formulate a customer strategy suited to different target groups
- Manage customer data as an effective customer management tool
- Know the sales process stages and have an in-depth understanding of ethical challenges relating to sales
- Build a CRM operating model and understand its meaning for practical sales management

Contents of the study unit:

- Customer-oriented business model
- CRM and sales management analysis and monitoring tools
- Effective customer relationship management
- Steering and developing CRM
- Sales responsibility in B2B relationships
- Understanding sales situations
- Customer relationship strategies and implementing sales management

Study unit description:

Students understand the meaning of profitable customer capital for a company's long-term success. They know the importance of various customer target groups and can create appropriate developmental strategies. They can build a profitable CRM system and implement it in all business operations. They are able to analyse the profitability of CRM and sales. Students can plan, organise, monitor and develop the operations of various sales channels. They master effective sales negotiation skills. A company-driven CRM and sales management development project is carried out during the study unit.

Previous studies:

No previous studies.