

LAUREA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Health Promotion, Services Development and Management (Laurea Tikkurila, sote), SYV213KJ

Ylemmät ammattikorkeakoulututkinnot

1. PURPOSE AND OBJECTIVES OF THE DEGREE PROGRAMME

The programme provides skills for participating as an expert in and developer of health and welfare and as the leader of the 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 welfare.

The Master's degree is built on the competence gained through a Bachelor's degree and subsequent work experience. In accordance with Section 7 of the Government Decree on Polytechnics (16 June 2005/423), studies leading to polytechnic Master's degrees aim to provide students with:

1. comprehensive and profound knowledge of a specific field of expertise, needed for developing the market in that field, as well as the necessary theoretical knowledge for completing demanding specialist and management tasks in the field;
2. an in-depth picture of the field of expertise, of its position in the market and its social significance, as well as skills for following and analysing current research and professional practices in the field;
3. the necessary abilities for lifelong learning and continuous development of the students' own professional competence;
4. good communication and language skills needed at work; and
5. skills required for international interaction and operations.

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, the 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, the 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 and welfare 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 study is 3 years. Face-to-face instruction, usually two days per month, is arranged during the 1.5-year study period. Participation in the face-to-face instruction days is compulsory.

The Degree Programme consists of the following modules:

- Evidence-Based Health Promotion 25 cr
- Management 20 cr
- Research-oriented development methodology 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: learning skills, ethical competence, workplace competence, innovation competence and internationalisation competence (Attachment 1).

Learning highlights experiences, personal approach, and partnership as well as active and responsible participation in 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 is 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

The extent to which students meet the objectives of the study units is evaluated using grades. As a rule, learning exercises are evaluated in terms of content, structure and process. The student's development of competence and expertise is supported through evaluation. Evaluation focuses on the student's development of thinking and reflection as an individual and as member of the working and learning community. (See Niemi 1997, Raeithel 1983.) Evaluation consists of the student's self-evaluation, peer evaluation, teacher evaluation and the evaluations of workplace experts, where necessary. Evaluation is based on Laurea Evaluation Regulations (Laurea Evaluation Regulations 2009) and Laurea's evaluation criteria for Master's study units (Attachment 2).

A team led by the Principal Lecturer in charge of the 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 in the beginning of the studies and at graduation, and it is used in the development of the curriculum and instruction.

REFERENCES

Engeström, Y. 2004. *Ekspansiivinen oppiminen ja yhteiskehittely työssä*. Tampere: Vastapaino.

Havukainen, P., Janhonen, S., Sarja, A. & Vesterinen, A. 2010. SenioriTV-hankkeen mallintamisprosessi yhteiskehittelynä. Laure-amk case. In P. Lambert & L- Vanhanen-Nuutinen (eds.). *Hankekirjoittaminen. Välineitä*

hanketoimintaaan ja opinnäytetyöhön. Helsinki: Multiprint.

Laurea Evaluation Regulations 2009

Laurea Quality Assurance Handbook 2010.

Niemi, H. 1997. Opettajakoulutuksen vaikuttavuus ja kommunikatiivinen arviointi. In R. Raivola, P. Valtonen & M. Vuoksensyrjä (eds.) Koulutus yhteiskunta, menetys. Academy of Finland publications 7. Helsinki: Oy E Ab, 164 -188.

Raeithel. 1983. Tätigkeit, Arbeit und Praxis. Frankfurt am Main: Campus.

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		1. year	2. year
OP	STUDIES	30	60
V001	EVIDENCE-BASED HEALTH PROMOTION		
V1206	Scientific basis of health promotion	5	
V1286	Social Policy for Welfare Promotion	5	
V1207	Health promotion on the level of individuals, groups, and communities		5
V1208	Health promotion based on evidence	2	3
V0007	Influencing in society		5
V044	MANAGEMENT AND LEADERSHIP		
V1266	HR management	5	
V1276	Strategic Management	5	
V1267	Change Management		5
V1268	HR management and financial management		5
V045	RESEARCH AND DEVELOPMENT		
V1287	Basic Methodology	3	
V1288	Quantitative Research Methods		2
V1289	Qualitative Research Methods		2
V1290	Development and evaluation approaches	3	
V004	ELECTIVE STUDIES		
V1291	Welfare Ethics	3	
V003	THESIS		
V1273	Thesis		30
		30	60

V001 EVIDENCE-BASED HEALTH PROMOTION, 25 cr

Description:

Valmistuttuaan opiskelija soveltaa työssään terveyden ja terveyden edistämisen tietoperustaa. Hänen toimintaansa ohjaavat terveystieteelliset 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.

V1286 Social Policy for Welfare Promotion , 5 cr

The student is able to:

Students are able to analyse and evaluate target and action programmes, recommendations and legislation steering health and welfare promotion. Students know how to make use of government programmes and recommendations on health and welfare in health and welfare promotion. Students also understand health and welfare promotion from the perspective of various administrative sectors and service providers. In addition, students are able to evaluate and develop their expertise of health information and health and welfare promotion in society and evaluate and develop health and welfare promotion at different levels of the changing, globalising society.

Contents of the study unit:

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

Study unit description:

The study unit focuses on programmes and decrees steering health and welfare. The study unit provides skills for using government health and welfare programmes and recommendations for promoting and health and welfare.

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.

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.

V044 MANAGEMENT AND LEADERSHIP, 20 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.

V1266 HR management, 5 cr

The student is able to:

Students are familiar with key management theories and are able to apply, combine and critically assess different approaches. They are able to manage and develop themselves and are familiar with diverse ways of developing personnel competence and wellbeing at work. Students are familiar with specific issues relating to the management of social and health care services.

Contents of the study unit:

- Management theories and various trends
- The value base of social services and health care as the foundation of management
- HR resources and competence
- Wellbeing and coping of personnel
- Self-management

Study unit description:

The study unit begins by exploring various management theories and challenges in managing social and health care services. The study unit focuses on issues relating to personnel resources and competence and occupational welfare

V1276 Strategic Management, 5 cr

The student is able to:

Students are familiar with the basics of strategy work and the the strategy process stages, and master participatory strategy work. By using future forecast knowledge, students are able to assess changes in the operating environment of social services and health care from a management perspective. Students understand the significance of quality control and master the principles of quality management.

Contents of the study unit:

- Strategy process and its stages
- Participatory strategy work
- Future forecasting based on research data
- Quality control integrated into strategic management

Study unit description:

At the beginning of the study unit, students become familiar with the strategy process and its stages to gain mastery of participatory strategy work methods. Future forecasting knowledge is applied to identify change signals in the operating environment. The development of leadership competence among students is a key focus area.

V1267 Change Management, 5 cr

The student is able to:

Students are able to use various (diagnostic) methods to support personal and organisational development. They are able to evaluate the impact of organisational changes from the perspective of an individual and the work community. They use gathered information to support and guide the work community and its members in change situations and operational development.

Contents of the study unit:

- Organisational and management evaluation methods
- Change management process and organisational interventions
- Interaction and networking in change situations

Study unit description:

The study unit explores different approaches to management and organisational evaluation. The study unit emphasises the perspective of communal spirit and interaction in management as well as students evaluating their personal leadership competence.

V1268 HR management and financial management, 5 cr

The student is able to:

Students master the basics of HR management and financial management. They are able to manage and evaluate financial profitability.

Contents of the study unit:

- Basics and methods of financial administration
- Labour legislation
- Competition legislation

Study unit description:

Opintojaksolla perehdytään henkilöstö- ja taloushallinnon perusteisiin sekä työn toimintaympäristön taloudelliseen kannattavuuteen.

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.

V1287 Basic Methodology , 3 cr

The student is able to:

Students are able to apply R&D methods employed in promoting health and welfare. Students are also able to make use of a variety of information gathering methods and sources. In addition, students are able to report and communicate the results of research and development projects.

Contents of the study unit:

- The process of research-oriented development (reflectivity, critical approach)
- Reporting on development activities as well as reflective and synthesising writing
- Philosophical and ethical issues

Study unit description:

Students are introduced to key research and development issues.

V1288 Quantitative Research Methods, 2 cr

The student is able to:

Student know how to make use of quantitative methods.

Contents of the study unit:

- Quantitative methods, producing analysing material

Study unit description:

Student deepen their knowledge of production and analysis of quantitative material.

V1289 Qualitative Research Methods, 2 cr**The student is able to:**

Student deepen her/his knowledge in qualitative methods

Contents of the study unit:

- Qualitative methods, producing and analysing material

Study unit description:

Student deepen his/her knowledge of production and analysis of qualitative material.

V1290 Development and evaluation approaches, 3 cr**The student is able to:**

Students are able critically assess health and welfare promoting development activities and their influence.

Contents of the study unit:

- Development and evaluation approaches (impact assessment methodology, modelling and action research)

Study unit description:

Students are introduced to methodological issues related to influence and evaluation.

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.

V1291 Welfare Ethics, 3 cr**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)

V1273 Thesis, 30 cr**The student is able to:**

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.

Students plan, implement, evaluate and report on a research-oriented development project. (see Laurea's thesis guidelines).