

LAUREA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Business Management (Laurea Lohja, Ilo), HLF14KN

INTRODUCTION TO LAUREA

Laurea's Mission

The strategic intent of Laurea University of Applied Sciences is to be "an international developer of well-being and competitiveness of the Helsinki Metropolitan area in 2020.

Laurea is a student-centred, international, inspiring and innovative university of applied sciences whose mission is to conduct education, research, development and innovation activities in international value networks following the operating model of Learning by Developing (LbD).

The students will encounter authentic workplace actors and their competence will be challenged during their studies. A student graduating from Laurea will be able to act in new situations, anticipate future trends, develop new operating models and examine the world with open eyes. Laurea's mission is to be an internationally networked university of applied sciences with an operating method that creates links between learning and the working life. This way, new competence will be produced and service innovations generated.

Competence Development

At Laurea our focus is on the student, emphasising the student's freedom and responsibility. The students are offered an opportunity to develop their competence as required by their professional goals. Freedom means that the learning outcomes may be achieved through different modes of studying. Responsibility means an active approach to studying, responsibility for your own choices and a constructive and motivated attitude towards doing things together. Laurea's staff is responsible for supporting and guiding the student's professional growth.

Internationality at Laurea means numerous opportunities for being active in various multicultural settings, developing your language skills, going on student exchanges and taking part in international research and development (R&D) projects.

Focus areas refer to areas of strong expertise on which the education offered by Laurea and Laurea's R&D activities are based. Laurea's focus areas are service business, expertise in nursing and coping at home as well as security, safety and social responsibility. Student entrepreneurship is a cross-cutting focus area, which is visible in Laurea's activities not only as an entrepreneurial attitude and cooperation with companies but also as concrete new businesses that the students may set up even before completing their studies.

Laurea produces experts for the future who can develop their own work, are professionally committed and have capabilities for serving in expert tasks in their own fields.

The education aims for an extensive and strong professional competence. Workplace driven projects also develop management competence, communication skills, creativity and ethical competence. The graduates will have capabilities for following and promoting the development of their professional fields and for continuous improvement of their personal professional competence. The education imparts the students adequate communication and linguistic skills for tasks in their fields as well as for international activities and cooperation.

Campuses

All of Laurea's campuses have their unique profiles, and they offer different learning environments:

The Hyvinkää campus specialises in the renewal of welfare services. The campus has a multi professional approach to developing financial, legal, social and health-related competence. You can study for a Bachelor's degree in Health Care (nurse), Social Services or Business Administration. Your studies will offer you opportunities to develop services in workplace projects together with working life specialists. The campus makes use of such development environments as a simulation hospital, simulation classrooms and a project learning environment in the provision of

education.

In Kerava you can choose a degree programme in Business Management or Business Information Technology. You can specialise in the management of customer-oriented service business, study tourism management or develop specialist competence in business information technology. The Kerava campus plays a pioneering role in both blended learning and virtual education. Learning through projects and acting in an international network of partners will be a standard part of your studies in Kerava.

Leppävaara SID focuses on service renewal. SID stands for Service Innovation and Design, which means user-centered innovation, development and design of services. Laurea SID provides a setting for active learning and turns out graduates who are innovative, internationally oriented and development-focused specialists of service business. In Leppävaara, you can study for a degree in Hospitality Management, Business Management, Business Information Technology or Security Management.

The Lohja campus is profiled as a developer of wellbeing and services. In the Bachelor of Health Care degree programme, nursing of adults and mental health work are emphasised. In the degree programme in business administration, you can focus on marketing, eBusiness, management and wellbeing business. Authentic workplace projects are carried out, and private and public sector services are developed, in such learning environments as Terveystori ('Health Market') and Yrityslabra ('Business Lab').

On the Otaniemi campus, students generate welfare and business competence together with working life actors. The campus is a multicultural and multidisciplinary meeting point where you can build yourself a professional network and study for a Bachelor's degree in Health Care (physiotherapist, nurse, public health nurse), Social Services, or Business Administration. The purpose of this network is to support the development of your competence and to generate new services, products and business. You may also launch your own business as part of your studies.

On the Porvoo campus, students of nursing take part in authentic workplace projects. You will build up strong basic capabilities in wellbeing entrepreneurship and work together with companies of this field during your studies. You will be offered opportunities for virtual study in the form of inspiring, up-to-date and versatile online implementations.

The aim of the Tikkurila campus is to promote future welfare. Its goal is to develop services in a participatory process with customers and to boost welfare. In Tikkurila, you can study for a Bachelor's degree in Health Care (nurse, public health nurse), Social Services (social welfare sector or correctional services), Business Administration or Beauty Care. As a student you will have opportunities for building up your competence in various development projects and learning environments together with working life specialists.

LEARNING BY DEVELOPING (LbD)

Laurea's inspiring and innovative learning environments are based on the model of Learning by Developing. The idea of Learning by Developing is built around authentic encounters with the working life. The ensuing cooperation is based on trust and creativity.

The students learn to identify targets for workplace and competence development, to create new solutions, products and operating models and to develop their own action in observance of changing workplace requirements. The typical characteristics of LbD include authenticity, partnership, experiential nature, creativity and a research-oriented approach.

Learning by Developing combines learning that produces competence with creativity through various research and development projects. Learning builds on new opportunities that open up as the project progresses. The required competence is accumulated through practical activities in various workshops and labs.

DEGREE STRUCTURE IN EDUCATION LEADING TO A UNIVERSITY OF APPLIED SCIENCES DEGREE

Scope and Extent of the Degree

The scope of a Bachelor's degree in Business Administration, Hospitality Management, Beauty Care, and Health Care (physiotherapist, nurse) is 210 credits, and it takes on average 3.5 years to complete. The scope of a Bachelor's degree programme in Health Care (public health nurse) is 240 credits, and it takes on average 4 years to

complete.

In line with the international ECTS standard, one credit corresponds with 26.7 hours of work for an average student.

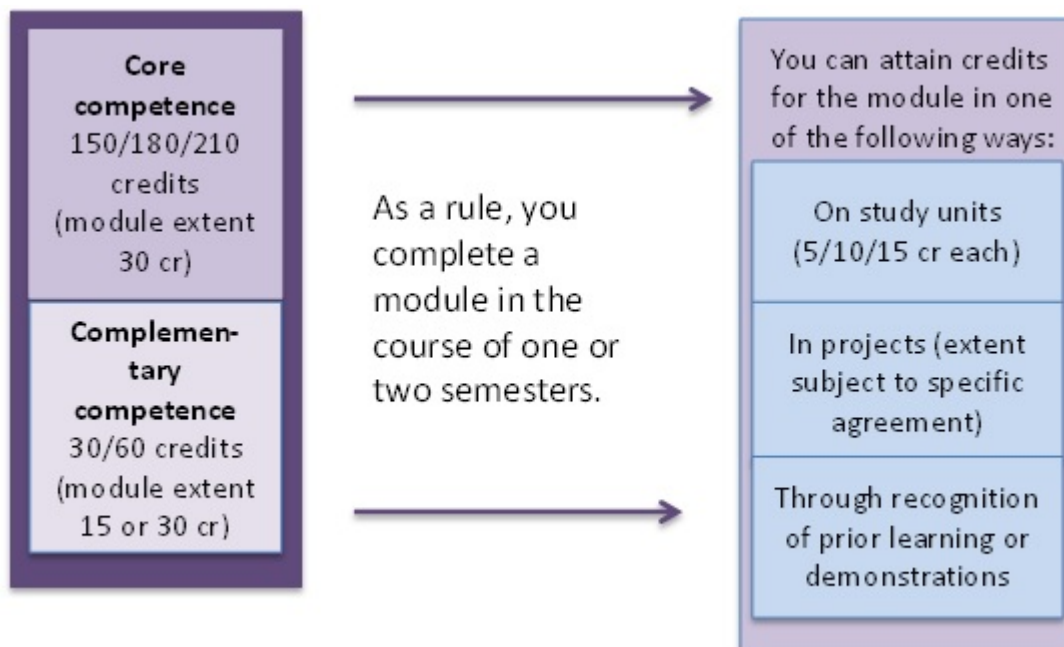
Degree Structure

The degree studies at Laurea consists of core competence and complementary competence modules. The modules comprise competence areas that are part of the degree. Core competence modules impart competence that is part of the degree's compulsory requirements. Complementary modules make it possible to deepen or extend your knowledge.

Learning is made relevant to workplace development and the student's personal goals. The learning outcomes specified for the modules build on future workplace needs and Laurea's focus areas.

In practice, credits are attained when the student complete study units that are part of the module or engage in projects in which the corresponding competence area is develop (see picture 1). Credits can also be gained through recognition of prior learning or demonstrations.

The modules have been designed so that they can mainly be completed in the course of one or two semesters. Study units can be implemented either in Finnish or in English. The language of the implementation is decided for each semester and is visible in the study unit offer.



Picture 1. Structure of the studies.

Core Competence and Complementary Competence Modules

Core competence modules lay the foundation for the competence required for a degree and are compulsory. The scope of the core competence varies depending on the degree:

- 150 credits for a Bachelor of Business Administration, a Bachelor of Hospitality Management, a Bachelor of Social Services, a Bachelor of Health Care (physiotherapist) and a Bachelor of Beauty Care degree
- 180 credits for a Bachelor of Health Care degree (nurse)
- 210 credits for a Bachelor of Health Care degree (public health nurse)

The scope of **core competence modules** is 30 credits. The modules contain the following types of studies: basic studies, professional studies, practical studies and a Bachelor's thesis.

The remaining part of the degree consists of **complementary competence modules**. Depending on the degree, the scope of the complementary competence thus is 30 or 60 credits. The scope of a module is either 15 or 30 credits. The modules can be freely selected. Complementary competence modules support individual study paths and competence. You can include in your degree complementary competence modules that are compatible with your professional goals. The compatibility of the elective studies with your degree will be subject to prior agreement with your teacher tutor.

Complementary modules include the following types of studies: professional studies, practical studies and elective studies.

Flexible Possibilities for Completing Attainments and Specialising

At Laurea, there are flexible possibilities of building up the competence specified in the modules' learning outcomes. For example, the student can

- select core competence studies offered on Laurea's different campuses
- select complementary competence modules that support your professional goals in Laurea's various units
- select English study units from Laurea's offer of English education, even if you are studying in Finnish education,
- select Finnish study units from Laurea's offer of Finnish education, even if you are studying in an English education.
- select study units taught in Finnish from Laurea's offer of Finnish education
- include in your degree studies selected from the offer of the FUAS Federation, or HAMK University of Applied Sciences and Lahti university of Applied Sciences, without paying fees
- select online studies that give you more flexibility in your study schedules, and
- develop your competence by taking part in projects.

The study unit implementation plans specify the objectives, content and implementation form of the studies.

The development of a student's individual competence is also supported by campus modules, the contents of which emphasise the special competence areas of the campuses. In addition, you can deepen or extend your competence by your selections of complementary competence modules, placements and the theme of your thesis, and by participating in various projects. Career guidance will be provided to support a student on his or her study path.

ASSESSMENT OF LEARNING AND COMPETENCE

In the curriculum, the learning outcomes are described as the learner's actions, so that the development of competence can be assessed with reference to the set goals. Competence is identified as knowledge, skills and values related competence as well as experiential competence that includes the competence of an individual and a community. The competence descriptions in the curriculum draw on Bloom's taxonomy, where the development of competence is described at six different levels: knowledge, comprehension, application, analysis, synthesis and evaluation/creativity.

Following Laurea's LbD model, it is expected that the learner's competence will develop from the level of application to the level of creativity in the course of the education. Laurea's description of shared general criteria for workplace competence is based on the National Quality Framework. General workplace competence develops as the students complete modules and study units and participate in projects.

Table 1. Shared criteria for generic working life competence at Laurea

Description of competence	Learning outcome	Examples
REFLECTION COMPETENCE <i>learning skills (EQF)</i>	• is able to solve problems associated with his/her role, operating methods and competence in a goal-oriented manner to reach a target	

Assessment and development of the learner's personal competence and that of others in order to achieve the learning outcomes		- changes his/her operating methods and role, and develops his/her competence as the development process progresses in order to reach the objectives and the goal set for the project. - brings up the views put forward by experts that he/she appreciates as the project progresses
	is able to analyse the implemented operating methods and the actors' competence and, based on this analysis, is able to draw conclusions together with other actors in order to achieve a shared goal	in a goal-oriented manner, compares different perspectives together with other project actors
	is able to compare and develop the operating methods of various actors, the set objectives and goal and the entire process, and to create a new operating model	models a development project as a whole from the perspective of impact

ETHICAL COMPETENCE	- is able to follow the principles of equality and fairness - is able to apply the underpinning values and principles of vocational ethics typical of his/her field to his/her actions - is able to apply the principles of sustainable development (environmental, social and financial responsibility) - acts as a responsible global citizen	- follows the agreed operating methods - is considerate to others, gives space to other people's ideas and listens - complies with the rules (including schedules), is committed to work, is careful, reliable and fair, respects the work of others, shows discretion and behaves appropriately in each situation - understands that local actions may also have international impacts and vice versa
	- accepts responsibility for his/her own actions - accepts responsibility for the actions of the group	- recognizes conflicts associated with choices - compares and takes into consideration different viewpoints, is able to let go of selfish needs in order to achieve a common good - shows appreciation for the work and outputs of others, for example by citing the original sources
	draws on his/her competence to have an impact in society (LbD regional development)	designs/develops customer-oriented and sustainable solutions including a financial, social and environmental aspect

COMMUNICATION COMPETENCE		observes the communication requirements and capacities of the project
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(IN WORK COMMUNITY) <i>The student is able to act appropriately in various work-related communication and interactive situations: the student uses diverse communication channels in various situations, exchanges messages and maintains interaction with others.</i>	• is able to communicate appropriately in interactive situations of the work community and communicate in inter-cultural situations	• by his/her personal action, promotes a constructive atmosphere (appropriate, constructive criticism) • values, listens to and respects different communicators and cultures and linguistic diversity • applies his/her communication competence to different people • communicates in a foreign language • uses ICT in his/her tasks
	• is able to communicate responsibly as part of a multi-disciplinary work community / network • is able to organise communications in a work community • is able to evaluate communication competence needed in multicultural cooperation • is able to evaluate the impacts and possibilities of internationalisation development	• communicates to promote well-being in the community • acts as an active and goal-oriented partner in cooperation and networks globally • shares information and takes initiative in disseminating information on the project's progress using various communication channels • finds solutions to communication challenges • constructs and organises network partnerships in cooperation with project actors
	• is able to renew communication modes • is able to direct communications • is able to develop working life connections and networks • is able to have an impact in society by communicating about project outcomes	• has the courage to challenge him/herself and others to act • tolerates uncertainty, incompleteness and the possibility of failing in communication situations • acts professionally, interprets and controls emotions in critical interactive situations • builds and develops online partnerships independently • uses renewing modes of communication

INNOVATION COMPETENCE	• is able to identify elements needing change in working life / a project • is able to use appropriate project and R&D methods • is able to apply a development-oriented work approach in an RDI project	• obtains and processes knowledge in his/her field in relation to the RDI project • brings up practicable development ideas emerging from the project
	• is able to organise an RDI project • is able to analyse and interpret an innovation process applying existing international knowledge	• documents and reports: describes knowledge or operating methods that renew working life in line with the project targets • brings up international standards and practices relevant to the field and follows them

		has the courage for constructive questioning
	is able to create new working methods by using creative problem-solving and finds customer-oriented, sustainable and cost-effective solutions	- suggests and implements solutions bravely and creatively, justifies his/her point of view - has visions of future (foresight, ability to also see the past) - is creative

MANAGEMENT COMPETENCE Management comprises goal-oriented, interactive social activity. Management guides the way people act. The aim of management is that a group of people will work better and more efficiently than without management	is able to draw on the basics of management and entrepreneurial operation as part of project work	- recognizes his/her role in order to manage his/her own actions in the project - identifies the goals of the project and sets goals for him/herself
	- is able to lead a development project as a Project Manager - is able to promote a communal spirit among those participating in a development project by personal example	- draws up a project plan (legal and financial aspects) - communicates about decisions and project changes, solves communication and interaction problems - plans and implements a budget - organises project activities and allocates responsibilities and tasks to actors - supports the actors' development as Project Manager - makes decisions in unexpected situations - identifies risks and takes steps to find a solution - monitors and evaluates the project in comparison to the plan
	- is capable of proactive management - is able to generalise management competence produced in a development project in working life development	- has visions of future - renews management culture

Study units are graded on a scale of 0 to 5, as follows:

5 (Excellent),
 4 (Good),
 3 (Good),
 2 (Satisfactory),
 1 (Satisfactory) and
 0 (Fail).

Some study units, study unit elements or parts can also be graded simply as Pass/Fail (H/0).

The students will be informed of the criteria for assessing competence at the beginning of each study unit/project. In

the planning of the assessment, shared assessment criteria applicable to initial stage and graduation stage students are utilised, with shared descriptions for levels 1, 3 and 5.

Table 2. Shared assessment 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.
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.

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 principles.	• 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 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.
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The assessments draw on the students' self and peer assessments and the assessments of employer representatives. The students can also avail themselves of recognition of prior learning (RPL). Assessment helps the students to monitor the development of their competence and the achievement of their personal goals in relation to the competence requirements set for the degree.

INTERNATIONAL COMPARABILITY OF THE DEGREE

Competence is at the centre of all activities at Laurea, and we recognize competence in a comprehensive sense. General working life capabilities specified at the national level and defined in greater detail at Laurea have been taken into account in the degree contents.

The level of the degree corresponds with level 6 of the National Qualifications Framework (NQF) and level 6 of the European Qualifications Framework (EQF).

In the curriculum, the learning outcomes of a study unit are described for level 3, good skills, on the assessment scale (1-5).

CURRICULUM DEVELOPMENT

The curriculum is developed by using evaluation, monitoring and feedback data. Changes may occur in the study units and implementation modes of the modules. The offering of the complementary modules is constantly under development to match the requirements of the working life and thus the offering may change during the studies.

		1. year	2. year	3. year	4. year
OP	STUDIES	45	70	95	
F001	TO BECOME AN EXPERT IN MANAGING BUSINESS ECONOMICS				
F7024	Orientation Studies in the Blended Learning Curriculum for Business Management	5			
F7023	Starting Points for Innovative Development	5			
F7028	Principles of Entrepreneurship	5			
F0004	Basics of Business Communication in Finnish	5			
F7026	Customer-Centred Service Operations	5			
F0005	Business Basics	5			
00373	Job Placement 1, Degree Program in Business Management (in Finnish)		15		
F002	TO BECOME AN EXPERT OF INNOVATIVE SERVICE BUSINESS				
F0006	Commercialization of Service Innovations		5		
F0007	From a Business Idea to a Profitable Business		10		
F0008	Financial Mathematics in Developing Business		5		
F0009	Business Communications in Swedish 1		5		
01206	Finnish language		5		
00637	Oral skills in Finnish		0		
00636	Written skills in Finnish		0		
F003	THE STRATEGIC BUSINESS EXPERT IN THE CHANGING OPERATIONAL ENVIRONMENT				
F0010	Changing Operational Environment, General Economic Sciences		5		
F0011	Personnel Administration, Management and Labor Laws		5		
F0012	Strategic Planning and Analysis of Corporate Business Activity		10		
F0013	Markets and Marketing		5		
F7027	Legal Issues in Business		5		
00374	Job Placement 2, Degree Programme in Business Management (Finnish)		15		
F004	"INSPIRED BY MARKETING"				
F7029	Sales and CRM Competence			10	
F0015	Marketing Communication			5	
F0018	Business Communication in Swedish 2			5	
F0019	International Business			10	
F029	FUTURE DEVELOPER				
F7033	Future Understanding			5	
F7034	Future-Oriented Development			5	
F7035	Strategy Work in Future Development			5	
F006	ADVANCED SPECIAL KNOW-HOW OF THE BACHELOR OF BUSINESS MANAGEMENT				
F0051	Management and Development of Personnel Resources			5	
F0052	Foremen Skills in Complex Situations			5	

F0053	Advanced Course in Leadership and Foremanship			5	
F0054	Welfare Business			5	
F0055	Developing Business Opportunities			5	
F0056	Special Features of Healthcare Business			5	
F0057	Development and Leadership of e-Business			10	
F0058	E-customerships			5	
F0059	Entrepreneurship and Innovation Activity 1			5	
F0060	Entrepreneurship and Innovation Activity 2			5	
F0061	Entrepreneurship and Innovation Activity 3			5	
019	THESIS				
00043	Thesis			15	
F014	ELECTIVE STUDIES				
00202	Initial Test in English Skills	0			
00203	Initial Test in Swedish Skills	0			
F0070	Preparatory Studies in English	5			
F0069	Preparatory Studies in Swedish	5			
F0050	Preparation course in Mathematics		3		
00634	Oral skills in Swedish		0	0	
00635	Written skills in Swedish		0	0	
		45	70	95	0

F001 TO BECOME AN EXPERT IN MANAGING BUSINESS ECONOMICS, 30 cr

Description:

The student commits to the standards of the university and becomes an active member of his/her own student community. The student relates to the culture of his/her own field and realizes his/her role as an advocate therein. The student comprehends the way a university of applied sciences functions and realizes the process of Learning by Developing (LbD) in practice. The student identifies with the possibilities of the learning environment of the campus for his/her own studies. The student understands his/her own role as an active student and is able to function in manifold projects with different people in different roles. The student comprehends his/her own responsibilities as a member of different teams.

Content:

Description of the theme: In the studies of the theme the student becomes acquainted with the know-how requirements of a Bachelor of Business Management (BBM), learns the skills of studying, comprehends the significance of academic freedom and self-guidance as well as acquires knowledge of different styles and techniques. The student evaluates him-/herself as a student and determines the best practices for his/her own learning. The student constructs him-/herself a personal study plan (PSP).

F7024 Orientation Studies in the Blended Learning Curriculum for Business Management , 5 cr

The student is able to:

- Apply higher education practices
- Know the principles of Learning by Developing
- Formulate a personal study plan
- Use different learning environments
- Understand the principles of project work
- Acquire information from various sources and evaluate it critically
- Produce documents and written material as well as presentation graphics in Microsoft Office

Contents of the study unit:

- Learning competence
- Investigative and developmental approach
- Learning by Developing
- ICT
- Project work
- Initial English Language Test 00202
- Initial Swedish Language Test 00203
- Initial Mathematics Test 00397

Study unit description:

Higher education practices as well as learning principles and techniques are explored at the beginning of the study unit, followed by examining ICT and assessing information sources. Students also gain an understanding of project work.

Previous studies:

No previous studies.

F7023 Starting Points for Innovative Development , 5 cr

The student is able to:

- Recognise development areas in the employment sector and launch development measures
- Develop their work and work processes

- Consider customer-oriented, sustainable development and ecological aspects in development work
- Use development methods and tools

Contents of the study unit:

- Development methods
- Innovating, planning and implementing a development project in one's work environment
- Instructions for writing the thesis

Study unit description:

Students learn to identify development areas related to their working life, and are able to analyse the activities of their company particularly from the viewpoint of sustainable development. Students are able to choose relevant development methods for solving the development areas. During the study unit, students carry out a small development project in the context of their own work.

Previous studies:

No previous studies.

F7028 Principles of Entrepreneurship , 5 cr

The student is able to:

- Understand the basic operations of companies
- Carry bookkeeping for a small company
- Know the underlying principles and regulations of business activities
- Use a spreadsheet programme for the financial management of a company

Contents of the study unit:

- Company processes
- Logistics
- Spreadsheet programme
- Bookkeeping
- Legislation

Study unit description:

The study unit familiarises students with the principles of entrepreneurship, financial management, legislation and logistics.

Previous studies:

No previous studies.

F0004 Basics of Business Communication in Finnish, 5 cr

The student is able to:

- use information and communication technology in his/her own occupation
- propose matters in written, oral and visual forms using different communication styles
- take action in different negotiation situations.

Contents of the study unit:

Contents:

- Information technology and software tools
- Corporate communication and communication media
- Negotiation skills
- Principles of marketing communication

Study unit description:

Description: The student develops standby skills for interaction and communication especially focusing on corporate/business and marketing communications. The student knows how to utilize possibilities of information technology as part of communication.

F7026 Customer-Centred Service Operations, 5 cr**The student is able to:**

- Know the underlying principles of service operations and have a customer-oriented and user-driven approach;
- Understand the ethical starting points of business management and know the high ethical standards of operations;
- Understand the customer-oriented service process and productise services;
- Assess the significance of customer capital in a company's business operations from the perspectives of economics and marketing;
- Apply qualitative research methods.

Contents of the study unit:

- Ethics and social responsibility
- Qualitative research methods
- Service marketing and its special features, customer perspective and service production process
- Customer relationships from a consumer perspective
- Recognising and validating customer relationships
- Customer relationship economics

Study unit description:

The study unit explores the special features of service operations and customer relationships. Students become familiar with the ethical, social and economic dimensions of business operations. Students learn to apply qualitative research methods.

Previous studies:

No previous studies.

F0005 Business Basics, 5 cr**The student is able to:**

KESKEN

00373 Job Placement 1, Degree Program in Business Management (in Finnish), 15 cr**The student is able to:**

- apply their business competence in practice
- analyse their actions by discussing targets and how well they have been met in the work community
- apply their business competence in practice
- analyse their actions by discussing targets and how well they have been met in the work community

Contents of the study unit:

- completing a job placement

Study unit description:

In this study unit, students put their competence to practical use in the workplace. During their job placements, students observe their work and work environments from the point of view of development.

Previous studies:

Networked Business Operations theme or equivalent knowledge.

F002 TO BECOME AN EXPERT OF INNOVATIVE SERVICE BUSINESS, 25 cr**Description:**

The student knows how to act in an innovative manner, commercialize services, build a functioning business idea based on which it is possible to start a new business. The student understands the functioning of economy in general.

The student will be able to:

- compare and evaluate different business models
- analyze business opportunities in the operational environment
- develop and commercialize services and products and market them in the business and consumer markets
- evaluate his/her own skills and possibilities of becoming an entrepreneur and setting up a business.

Content:

In the theme the students make a business strategy and develop and commercialize products and services. In addition, they make a marketing plan. The students utilize financial mathematics and possibilities provided by different research methods in developing business operations.

Learning process:

In the theme the student adopts an innovative and developing way of working. The student's know-how becomes apparent in his/her ability to analyze business opportunities, to construct a business model and a business plan based on the business idea and to develop commercially profitable services and products for a business/corporation.

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

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.

F0008 Financial Mathematics in Developing Business, 5 cr

The student is able to:

- calculate the value of time on money and understand the concept on present value
- calculate the values of different indexes with different index calculation methods
- compare diverse loan repayment methods
- calculate and compare the yields for different investment alternatives and borrowing costs of loans
- calculate and compare the profit earning capacity of investments with different methods
- calculate and take notice of the effects of changes in currency exchange rates and inflation
- make well-founded selections concerning the implementation of a quantitative research
- execute a small-scale quantitative research.

Contents of the study unit:

- Different percent, interest rate and interest on interest calculation applications
- Index calculation methods and applications
- Methods of calculating investments and optimizing
- Principles for quantitative research

Study unit description:

The student knows how to apply mathematics in solving and analyzing different business dilemmas and alternative options. The student knows how to make justified selections associated with quantitative research and make a small-scale survey.

F0009 Business Communications in Swedish 1, 5 cr

The student is able to:

- communicate effectively both orally and in writing in Swedish
- act in Swedish in his/her specialist community and to communicate the themes of that community by using different communication means
- apply information acquired from Swedish language sources
- function in a multi-cultural operational environment
- tell core facts about a corporation/business in Swedish
- use concepts related to finance and pricing in Swedish
- use concepts related to marketing in Swedish
- function in Swedish in customer service and customer care and sales situations
- introduce his/her education and work assignments in Swedish.

Contents of the study unit:

- Corporate terminology
- Business idea and business plan
- Corporate/business forms
- Pricing and finance
- Marketing terminology and marketing plan
- Client service and customer care situations
- Education of a BBM, work assignments and job search

Study unit description:

The student

- communicates in situations related to business orally and in writing in Swedish
- is able to tell the core facts about the company, present the business idea and the business plan in Swedish
- tells the main points about the corporate/business forms in Swedish
- uses basic concepts related to finance and pricing
- uses marketing terminology and presents marketing plan in Swedish
- is able to act in trivial client service, customer care and sales situations in Swedish
- tells about his/her work assignments and introduces his/her education in Swedish
- makes a job interview in Swedish.

Previous studies:

Preceding studies:

A passing grade in the Swedish language test or after a grade fail, the tutorial studies in the Swedish language.

01206 Finnish language, 5 cr**The student is able to:**

The students, whose language of education is not Finnish, will practise using Finnish in their own field of expertise and will acquire skills which are needed when studying and communicating within the field of their expertise.

Contents of the study unit:

The students, whose language of education is not Finnish, will practise their communication skills in Finnish. They will learn to communicate in the working life in Finnish both orally and literally.

Previous studies:

Koulutusivistyskieli ei ole suomen kieli, yleensä korvaa ruotsin kielen opinnot

00637 Oral skills in Finnish, 0 cr**00636 Written skills in Finnish, 0 cr****F003 THE STRATEGIC BUSINESS EXPERT IN THE CHANGING OPERATIONAL ENVIRONMENT, 40 cr****Description:**

The student is able to evaluate the effects of economic growth and their causes and consequences. The student understands the principles of public finance and the meaning of internationalization in the operation of economy. The student knows the central manifestations of global economy and their impact on the Finnish households, and corporations and the public sector. The student can follow and take part in the conversation of economic policy. The student learns to observe the operations of a business from the societal point of view.

The student will be able to:

- make strategy-oriented conclusions to comply with the requirements placed by the changing operational environment
- define principles of macroeconomics
- define principles of personnel administration, human resource management and business communication

Content:

In the theme the student gets acquainted with the strategic choices of a corporation or another organization and makes a plan to implement the strategy. The plan will be based on systematic analysis concerning the changing operational environment. The student understands the meaning of personnel management as well as communication and interaction in developing operations of an organization.

Learning process:

The Student compiles and implements a plan related to the development of the operations of an organization. The

plan starts with an analysis of the changing operational environment and is based on the basic principles of strategy work. The student knows the basic concepts of economics and recognizes the existence and effects of various economic systems.

F0010 Changing Operational Environment, General Economic Sciences, 5 cr

The student is able to:

- analyze the operation of an economy in general
- define the basic concepts of economics and recognize the existence and impact of different economic systems
- define the fundamentals of microtheoretics such as the theories of the consumer and the producer, the functioning of the commodity systems (incl. formation of equilibrium price in the markets), the functioning of the input-output system and the basics of income distribution
- define the total quantities of a national economy (macro theory) and their reciprocal connections
- recognize the meaning of economic growth and the different disruptions to the economy (for instance, economic conjuncture, inflation, unemployment) and observe and evaluate their causes and effects
- define the principles of public economy (incl. principles of taxation) especially of the national economy of Finland and understand the meaning of internationalization in the functioning of an economy and know the central factors in the accountancy of a national economy
- know the central manifestations of global economy and their impact on the Finnish households, businesses, corporations and the public sector
- follow and take part in the conversation about the economic policy
- command central concepts also in English.

Contents of the study unit:

- Micro- and macroeconomic theories
- Construction of the Finnish national economy
- Basic concepts of macroeconomics
- Theory of the corporation, the consumer and the equilibrium price
- Market economy
- Accountancy of a national economy
- Conjunctures
- Money markets
- Public economy

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

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.

F0013 Markets and Marketing, 5 cr

The student is able to:

After completing the course, the student can:

- Understand how the global markets operate and function on a basic level
- Understand the role of MNC's and FDI in global economy
- Choose a suitable market entry method for different kinds of products and companies
- Describe branding and what makes a good brand
- Discuss different pricing options in the context of brands
- Conduct a product demo and help in fair participation and planning

Contents of the study unit:

Global economy and trade blocs, MNC's, FDI, market entry, logistics, marketing basics, brands, pricing, promotion, fairs.

F7027 Legal Issues in Business, 5 cr

The student is able to:

- Recognise the legal perspective for business operations and apply it
- Know principles of contract law
- Know and apply the principles of labour legislation
- Apply market law to activities

Contents of the study unit:

- Legislation affecting business operations
- Contract law
- Labour legislation
- Market law

Study unit description:

Students become familiar with the most key legislation for companies and master the implementation of simple legal measures. Students understand corporate legislation as a whole.

Previous studies:

No previous studies.

00374 Job Placement 2, Degree Programme in Business Management (Finnish), 15 cr

The student is able to:

- evaluate their own professional competence in relation to the demands of the workplace
- develop the organisation's functions as members of a community of experts
- share expertise to examine their own and the sector's values together with others
- reflect on their emotions and thoughts

Contents of the study unit:

- job placement

Study unit description:

Students improve their business competence and develop the workplace as members of a community of experts.

Previous studies:

Main professional study units.

F004 "INSPIRED BY MARKETING", 25 cr

Description:

The student gets readiness to develop the marketing of a business in a customer-oriented way and understands the importance of building customer relationships and networking. He/she deepens his/her know-how and skills of service business and sales in such a way that he/she will be able to function in responsible tasks of marketing, customer service and sales.

The student will be able to:

- act in a productive way in sales work and also in planning and managing sales
- apply tools of marketing communication taking into consideration different channel options
- plan and manage marketing communications of a community taking into consideration different channel options
- innovate, develop, and plan services in a design-oriented way
- perceive networked operating environment
- understand the opportunities the strategic networks provide for the development of business operations.

Content:

The core of the theme comprises of the student's preparedness to apply customer-oriented thinking into different operations of the business. The student concentrates, in his/her studies, on the functionalities of the service industry and sales- and marketing communications both from the point of view of managing and implementing them. In addition to the customer-orientation, the core topics connecting the study modules are coupling services as part of business operations, interactive marketing as well as building partnerships and networks.

Learning process:

The student masters managing, planning, practices and procedures of marketing and sales, and construes the means for long-span development of customer relationships. He/she knows how to develop and productize services in a customer-oriented way.

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.

F0015 Marketing Communication, 5 cr

The student is able to:

- utilize different methods of market research in analyzing business
- define the principles, benefits and challenges of integrated marketing communications
- command the tools for marketing communication and draft a plan for marketing communication to different target groups or events (e.g. fairs, campaigns etc.) taking into consideration the different channel opportunities
- analyze the importance of business image to the company and master the elements of building corporate and product brands.

Contents of the study unit:

- Research methods supporting the planning and evaluation of marketing communication
- Tools and channels for integrated marketing communication
- Building and managing brands in furthering competitiveness
- Interaction of the customer and the brand
- Digital marketing and advertising (introduction)
- Managing corporate reputation and publicity

Study unit description:

During the study module the student gets acquainted with the different sectors of marketing communication so that the student understands its functions and adopts stand-by skills for designing and managing it in a community.

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

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.

F029 FUTURE DEVELOPER, 15 cr

Description:

Train students to encounter (work-related) future challenges and grasp these by developing the competence of an organisation and individuals. Students are proactive and have a positive attitude towards change.

The student will be able to:

Understand the operating environment as a whole; notice related indications of change, trends and weak signals, and process these into alternative operating models to support strategy work; and develop flexibility in encountering an uncertain future.

Content:

The theme focuses on the students' ability to apply a future-oriented approach to the different operating areas of a company. As future developers, they explore the areas of future understanding, development activities targeted at the future, and strategy work related to future development.

Learning process:

Students gain the skills to develop company operations with a future-oriented approach. Through advancing their development competence, they are able to function in positions of responsibility within marketing, strategy work and internal development.

F7033 Future Understanding , 5 cr

The student is able to:

Know the key concepts of and methods for examining future understanding; and analyse changes and their impact on personal and organisational environments.

Contents of the study unit:

- Change and related factors
- Managing and changes in the operating environment
- Methods for examining the future

Previous studies:

No previous studies.

F7034 Future-Oriented Development , 5 cr

The student is able to:

Know the principles of change management and apply development tools to their activities; and have the skills to develop the organisation and its employees.

Contents of the study unit:

- Change management
- Future development tools
- Vision-based operations

Previous studies:

No previous studies.

F7035 Strategy Work in Future Development , 5 cr

The student is able to:

Carry out long-term organisational development through strategy work; and understand and know how to apply strategies in future planning.

Contents of the study unit:

- Strategies and strategy tools
- Scenario work

Previous studies:

No previous studies.

F006 ADVANCED SPECIAL KNOW-HOW OF THE BACHELOR OF BUSINESS MANAGEMENT, 15 cr**Description:**

According to his/her career plans the student chooses one area for specialization and accomplishes a study module wholeness of that area. He/she may also choose these to the quota of freely optional studies, but one needs to equal at least to 15 cr.

Content:

Diamonds S1 and S4 are aimed at being executed as supervised group lectures approximately every third semester/term. This demands longer term planning so that the student can form his/her own PSP in an appropriate way i.e. according to his/her plan. The same applies to languages.

Diamonds S2 and S3 include at least one 5 cr study module per semester/term. The student may agree on the other contents with the responsible teacher.

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.

F0052 Foremen Skills in Complex Situations, 5 cr

The student is able to:

x

Contents of the study unit:

- Different problematic situations
- Managing change
- Crisis communication
- The well being of the work community and occupational psychology
- Possibilities and boundaries provided by law in personnel management

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

F0054 Welfare Business, 5 cr

The student is able to:

During the advanced studies of the welfare/healthcare business the student orientates him-/herself on the development of public sector services and the possibilities of welfare/healthcare business.

Contents of the study unit:

- Production of welfare/healthcare services
- Understanding the production of private sector services in welfare/healthcare business
- Understanding the activities of the public sector
- Managing welfare/healthcare services
- Importance and the future of welfare/health care services

Study unit description:

Previous studies:

Teemat 1, 2 ja 3

F0055 Developing Business Opportunities, 5 cr**Contents of the study unit:**

- mapping the operational and competitive environment
- welfare/healthcare technology and improving health
- innovations and welfare technology

F0056 Special Features of Healthcare Business, 5 cr**Contents of the study unit:**

- permits, licenses and other contract matters of welfare trade
- legislation from the point of view of social and healthcare
- the role of private customers and municipalities as payers

F0057 Development and Leadership of e-Business, 10 cr**The student is able to:****Opiskelija osaa:**

- jäsentää sähköisen liiketoiminnan kokonaisuuden ja digitaalisen markkinoinnin osana sitä
- nähdä yritysten mahdollisuuden toimia digitaalisella kentällä markkinoidessaan itseään ja tuotteitaan.
- eritellä sähköisten palvelujen kehittämisen mahdollisuudet, hyödyt ja ongelmat yritysten ja asiakkaiden näkökulmasta sekä B2B- että kuluttajakaupassa
- suunnitella yrityksen nettisivuja markkinointiviestinnän näkökulmasta
- yrityksen tietosuojan ja siihen liittyvät oikeudelliset kysymykset sähköisessä liiketoiminnassa
- laatia yrityksen tilanteeseen ja tarpeisiin pohjautuvan suunnitelman digitaalisen median hyödyntämisestä markkinoinnissa ja mainonnassa

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

- markkinoinnin murros ja uuden internetin ilmiöt; internet markkinointiympäristönä
- blogit, wikit, verkkoyhteisöt, virtuaalimaailmat bisneksessä
- sosiaalisen median hyödyntäminen yrityksen toiminnassa
- mobiilimarkkinoinnin erityispiirteet, muodot ja sovellusalueet
- sähköinen jäljälki ja sähköiseen liiketoimintaan liittyvät oikeudelliset kysymykset
- digitaalinen markkinointi yrityksen strategiassa: CREF-markkinointimalli
- Verkkokaupan markkinat, trendit ja tulevaisuus
- Tuotetarjonnan suunnittelu ja ylläpito verkkokaupassa
- Käytettävyys on verkkokaupan valtti
- Asiakasrekisterin ja asiakkuuksien hallinta verkkokaupassa
- Hakukonemarkkinointi ja hakukoneoptimointi
- Brändin rakentaminen netissä
- Hakukonemarkkinointi ja hakukoneoptimointi
- Brändin rakentaminen internetin avulla

Kehittämishanke: Opiskelijat analysoivat yhdessä kiinnostuneiden yritysten ja muiden alueen toimijoiden kanssa sosiaalisen median liiketoiminnalle tarjoamia mahdollisuuksia ja kokeilevat konkreettisia Web 2.0 työkaluja niiden toiminnan kehittämiseksi.

Study unit description:

Millä tavoin yritykset voivat hyödyntää sosiaalista mediaa liiketoiminnassaan? Kuinka digitaalisen viestinnän kanavat ovat muuttaneet markkinointia ja mihin suuntaan kehitys on menossa? Mm. näihin kysymyksiin haetaan vastausta tässä opintojaksossa. Sen aikana opiskelija tutustuu sähköisen markkinoinnin välineisiin ja mahdollisuuksiin. Opintojaksolla keskitytään erityisesti sosiaalisen median liiketoiminnalle tarjoamiin mahdollisuuksiin. Tavoitteena on, että opiskelija saa jäsenellään käsityksen sähköisen liiketoiminnan kokonaisuudesta ja kehityksestä. Hän pystyy arvioimaan ja kehittämään sähköisen kaupankäynnin käytäntöjä markkinoinnin ja erityisesti markkinointiviestinnän näkökulmasta.

Previous studies:

Teemojen 1, 2 ja 3 opinnot

F0058 E-customerships, 5 cr

The student is able to:

- define concept for digital relationship marketing and utilize it in practice
- utilize customer relationship management systems (CRM) and the information produced with their help in the development of customer relationships
- connect the information created by means of social media into the production of internal information of the business
- understand how crowdsourcing affects business operations
- utilize social media in customer relationship and partnership development
- evaluate and explore the challenges and opportunities created by electronic commerce and social media
- evaluate internet as a distribution channel from the customer point of view
- recognize new service and business opportunities created by the internet environment.

Contents of the study unit:

- Customer relationship management systems, crm, in creating and analyzing customer information
- Consumer in the virtual markets
- Web 2.0 and challenges for interactive customer relationships
- Research of the electronic customer relationships and the quality of electronic customer service
- Data security of the electronic customership data and the security of electronic customer and the legislation connected with running errands electronically
- Crowdsourcing and free creation of innovations
- Joint development of services and products and the co-operative economy

Study unit description:

Description: During the study module students get acquainted with the information systems of customer management/control and user-oriented service development and the opportunities provided by the social media and Web 2.0. The study module includes a development project in practice.

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 esimiestoiminta 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.

019 THESIS, 15 cr

Description:

Students can apply an investigative approach to developing the workplace.

The student will be able to:

- cooperate with the workplace and other partners, and evaluate their own work and solutions critically
- work in persistent, target-oriented ways
- produce new information systematically, critically and creatively, and develop the workplace
- conceptualise the phenomena of the workplace with a basis in research data
- manage the big picture, presenting their ideas logically and with justifications
- present well-grounded, practical work development proposals

Content:

The bachelor's thesis is a systematic and logical investigation or practical development task based on research data on a subject that extends the student's professional skills. Theses help students to grow professionally and are linked to the employment sector and to regional development. They can also form part of Laurea's research and development work.

The process begins with familiarisation with the thesis process. After this, students come up with a subject and formulate a thesis plan. The process progresses from implementing the thesis plan to finishing and publishing the thesis. The thesis process includes guided independent work as well as seminars.

The thesis is based on a real-life development challenge. It emphasises interaction with the labour market and an investigative approach. Thesis reports are based around describing object-oriented activities and their results, as well as on theoretical and research-based analyses. Theses contain development proposals for the sector or the workplace, and, at best, broadly significant innovations.

The theme involves the completion of a maturity test, in which students must demonstrate mastery of the subject and good language skills.

Learning process:

In terms of professional growth, the thesis is related to deepening professional competence.

00043 Thesis, 15 cr**The student is able to:**

- present well-grounded work development proposals
- conceptualise the phenomena of the workplace with a basis in research data
- use appropriate research and development methods for generating new data
- participate in development projects, working responsibly in a team with employers and other partners
- evaluate their own work and solutions critically
- manage the big picture, presenting their ideas logically and with justifications

Contents of the study unit:

- familiarisation with the thesis and development project process, and coming up with a subject
- thesis plan describing the background and objectives of the thesis, main data from previous research on the subject, the research and development methods used and an implementation plan
- carrying out the work for the thesis
- reporting on and publishing the thesis
- maturity test

Study unit description:

Students learn to develop real work processes through research, producing new solutions in the form of products, operating models or work cultures.

F014 ELECTIVE STUDIES, 25 cr**Description:**

KESKEN

00202 Initial Test in English Skills, 0 cr**Study unit description:**

At the beginning of their studies, all students who have English and/or Swedish qualifications on prior certificates required for studies at Laurea, or who have received previous instruction in English and/or Swedish take initial tests in these languages. The initial tests are the same for all fields of study and may only be taken once. Students who transfer between degrees within Laurea do not have to retake the test. The test is used to check the students' starting level before language studies begin. Students who fail the test must take preparatory studies in the language at the start of their studies. Having passed the preparatory studies, students obtain credits for inclusion in elective studies.

00203 Initial Test in Swedish Skills, 0 cr**Study unit description:**

At the beginning of their studies, all students who have English and/or Swedish qualifications on prior certificates required for studies at Laurea, or who have received previous instruction in English and/or Swedish take initial tests in these languages. The initial tests are the same for all fields of study and may only be taken once. Students who transfer between degrees within Laurea do not have to retake the test. The test is used to check the students' starting level before language studies begin. Students who fail the test must take preparatory studies in the language at the start of their studies. Having passed the preparatory studies, students obtain credits for inclusion in elective studies.

F0070 Preparatory Studies in English, 5 cr

F0069 Preparatory Studies in Swedish, 5 cr

F0050 Preparation course in Mathematics, 3 cr

The student is able to:

-Basic skills in mathematics.

Contents of the study unit:

The mathematical applications needed in nursing. They will also revise the basic course in mathematics (high school level).

Study unit description:

The students revise and develop their mathematical skills. The course prepares the students for the mathematical studies at the University level. Students comprehend the mathematical applications needed for their area of nursing.

00634 Oral skills in Swedish, 0 cr

Study unit description:

This study unit is for evaluating oral skills in Swedish.

00635 Written skills in Swedish, 0 cr

Study unit description:

This study unit is for evaluating written skills in Swedish.