

LAUREA UNIVERSITY OF APPLIED SCIENCES

Common and elective studies, Laurea Lohja, LYF13SY

Learning concept at Laurea

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

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

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

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

Learning environments

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

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

The student's role and responsibility in learning

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

The teacher's role at Laurea

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

Structure of the curriculum

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

Table 1. National generic Competences (Arene 2010)

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

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

Competence evaluation

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

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

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

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

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

	principles.	and according to the situation, and understand customer needs. • Work in a group in line with objectives. • Act and justify their activities in accordance with ethical principles.
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Degree programme's quality evaluation and development

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

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

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

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

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

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



Laureas curriculum as a part of the European Higher Education Area

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

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

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

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

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

Sources:

The Bologna Process

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

Global challenges and sustainable development in the curricula

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

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

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

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

1. year

OP	STUDIES	
F0069	Preparatory Studies in Swedish	5
A0203	Basic Finnish 1	5
00532	Basic German 1	5
00533	Basic German 2	5
00207	Working German 1	5
00212	Working German 2	5
00217	Working German 3	5
00524	Basic Spanish 1	5
00525	Basic Spanish 2	5
00719	Well met - customer service in Swedish	5
00480	Fokus på Norden	5
F0018	Business Communication in Swedish 2	5
00762	Expert Communication Skills	5
00446	Finnish Language	5
00636	Written skills in Finnish	0
00637	Oral skills in Finnish	0
00720	Doing Business Abroad	5
00566	Mentoring and Career Planning	5
F0067	Creativity	5
F0068	Graphic Design Tools for Marketing Communication	5
F7039	Corporate and Marketing Communication Management	5
F7042	Media Relations and Advertising	5
01210	Research and developing know-how integrated in Bachelors Thesis	5
F7056	Event and Communications Team	5
F7023	Starting Points for Innovative Development	5
F0051	Management and Development of Personnel Resources	5
F0052	Foremen Skills in Complex Situations	5
F0053	Advanced Course in Leadership and Foremanship	5
F0010	Changing Operational Environment, General Economic Sciences	5
F0014	Sales Work, Customer Negotiations and Management of Sales	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
F0019	International Business	10
F0054	Welfare Business	5
F0055	Developing Business Opportunities	5
F0056	Special Features of Healthcare Business	5
F7040	Joint writing group	5
00498	Student tutoring	3

F7041	Knowledge and skills for the substance abuse nursing	5
00509	Guidance and care of a cardiac patient	5
F7037	Infectious diseases as a challenge in Nursing	5
00814	Care for Patients with Severe Mental Disturbances	5
F0062	Use of drama in health promotion	5
00813	Maintaining Work and Functional Ability	5
01355	Visionary Leadership and the Future	5
F7029	Sales and CRM Competence	10
F7057	Developing the knowledge in cancer care	5
00043	Thesis	15
F0049	Master's Thesis	15
F7081	Exhibition expertise to entrepreneurs	3
		0

F0069 Preparatory Studies in Swedish, 5 cr

A0203 Basic Finnish 1, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

00532 Basic German 1, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

None.

00533 Basic German 2, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

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

00207 Working German 1, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

00212 Working German 2, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

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

00217 Working German 3, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

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

00524 Basic Spanish 1, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

None.

00525 Basic Spanish 2, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

Previous studies:

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

00719 Well met - customer service in Swedish, 5 cr

00480 Fokus på Norden, 5 cr

The student is able to:

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

Contents of the study unit:

- pohjoismainen kulttuuri ja historia
- pohjoismainen yhteiskunta
- pohjoismaiset työmarkkinat ja elinkeinorakenne
- pohjoismainen yhteistyö
- pohjoismaiset kulttuurierot työelämässä
- ajankohtaisia Pohjoismaista

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

F0018 Business Communication in Swedish 2, 5 cr

The student is able to:

Student knows how to:

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

Contents of the study unit:

- Marketing and sale of products and services in different situations
- Business and marketing communication
- Trade fairs
- Customer relationships
- International operating environment

Study unit description:

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

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

Previous studies:

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

00762 Expert Communication Skills, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

Opiskelija osaa tunnistaa omat vahvuutensa ja heikkoutensa ja osaa asettaa itselleen kehittymistavoitteet. Hän osaa käyttää vuorovaikutustaitojaan avoimen ja luovan ilmapiirin sekä tuloksellisen toiminnan aikaansaamiseksi.

Opiskelija osaa aktiivisesti toimia työelämän kokous- ja neuvottelutilanteissa sekä osaa valmistella, johtaa ja dokumentoida ne. Opiskelija osaa toimia tavoitteellisesti, tehokkaasti ja yhteistyöhenkisesti ryhmäviestintätilanteissa.

Previous studies:

Teemojen 1 -2 opinnot

00446 Finnish Language, 5 cr

00636 Written skills in Finnish, 0 cr

00637 Oral skills in Finnish, 0 cr

00720 Doing Business Abroad, 5 cr

00566 Mentoring and Career Planning, 5 cr

The student is able to:

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

Contents of the study unit:

- professional development
- mentoring
- working life skills

Study unit description:

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

F0067 Creativity, 5 cr

The student is able to:

Opintojakson päätyttyä opiskelija osaa:

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

Contents of the study unit:

Sisältö:

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

Study unit description:

Kuvaus:

Opintojaksolla opiskelijat tutustuvat käytännönläheisesti ja soveltaen luovan ilmaisun ja luovaan

ongelmanratkaisuun mahdollisuuksiin. Opintojaksolla opiskelijat löytävät itsestään ja yhteisöstä uusia mahdollisuuksia ja kokeilevat itselleen aikaisemmin tuntemattomia ilmaisumuotoja ja ongelmien ratkaisutapoja.

F0068 Graphic Design Tools for Marketing Communication, 5 cr

The student is able to:

Opiskelija osaa:

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

Contents of the study unit:

Sisältö:

- Sähköisen julkaisun muodot
- Esitemateriaalin visuaalinen suunnittelu
- Taitto- ja kuvankäsittelyohjelmat (Adobe)
- Yrityksen kotisivujen suunnittelu
- Videoklippien teko
- Tekijänoikeus ja kuvat

Study unit description:

Kuvaus:

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

F7039 Corporate and Marketing Communication Management, 5 cr

The student is able to:

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

Contents of the study unit:

- markkinointitutkimus ja mediavalinta
- julkisuus- ja mediastrategiat
 - mediaviestintä ja mediasuhteen rakentaminen
 - verkko viestintäareenana
 - visuaalinen suunnittelu markkinointi- ja yritysviestinnässä
 - digitaalisen- ja printtijulkaisun suunnittelu ja toteutus (www-sivustot)
 - digitaalinen kuvankäsittely
 - verkkokirjoittaminen ja julkaiseminen verkossa

Study unit description:

Opintojaksolla opiskelija syventää osaamistaan yrityksen mediamainonnassa ja -viestinnässä sekä viestintäteknologiassa.

Opiskelija osaa käyttää monipuolisesti hyväkseen markkinointitutkimusta nykyaikaisen julkisuus- ja mediastrategian suunnittelussa. Opiskelija tiedostaa median merkityksen liiketoiminnassa sekä osaa rakentaa ja ylläpitää yrityksen mediasuhteita. Opiskelija osaa suunnitella ja luoda julkaisuja painotuotteeksi ja verkkoympäristöön eri sovellusohjelmilla.

Opiskelija hallitsee tekstin, liikkuvan kuvan ja äänen hyödyntämisen markkinointiviestinnän suunnittelussa ja toteuttamisessa.

F7042 Media Relations and Advertising, 5 cr**The student is able to:**

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

Contents of the study unit:

- markkinointitutkimus ja mediavalinta
- julkisuus- ja mediastrategiat
- mediaviestintä ja mediasuhteen rakentaminen
- verkko viestintäareenana
- visuaalinen suunnittelu markkinointi- ja yritysviestinnässä
- digitaalisen- ja printtijulkaisun suunnittelu ja toteutus (www-sivustot)
- digitaalinen kuvankäsittely
- verkkokirjoittaminen ja julkaiseminen verkossa

Study unit description:

Opintojaksolla opiskelija syventää osaamistaan yrityksen mediamainonnassa ja -viestinnässä sekä viestintäteknologiassa.

Opiskelija osaa käyttää monipuolisesti hyväkseen markkinointitutkimusta nykyaikaisen julkisuus- ja mediastrategian suunnittelussa. Opiskelija tiedostaa median merkityksen liiketoiminnassa sekä osaa rakentaa ja ylläpitää yrityksen mediasuhteita. Opiskelija osaa suunnitella ja luoda julkaisuja painotuotteeksi ja verkkoympäristöön eri sovellusohjelmilla.

Opiskelija hallitsee tekstin, liikkuvan kuvan ja äänen hyödyntämisen markkinointiviestinnän suunnittelussa ja toteuttamisessa.

01210 Research and developing know-how integrated in Bachelors Thesis, 5 cr**The student is able to:**

Upon completion, the students will comprehend the research and developing methods needed for their Thesis work.

Contents of the study unit:

The module provides the students with knowledge and skills which are needed when writing their Thesis. Different development projects will be covered.

F7056 Event and Communications Team, 5 cr**The student is able to:**

Opiskelija osaa

- koordinoita ja organisoida tapahtumia
- laatia tapahtumasuunnitelman
- laatia tapahtumien markkinointimateriaalia
- tiedottaa tapahtumista monikanavaisesti
- toimia tapahtumissa asiakaslähtöisesti erilaisissa tehtävissä.

Contents of the study unit:

Opintojaksolla järjestetään ja organisoidaan organisaation ja hankkeiden erilaisia tapahtumia ja viestintää. Tavoitteena on toteuttaa kehittämispohjaisen oppimisen periaatteiden mukaisesti tapahtumaprojekti/-projekteja, joita voivat olla mm. hakumarkkinointikierrokset alueella, tapahtumamarkkinointi, infot & tiedottamistilaisuudet alueen oppilaitoksissa sekä hanketapahtumajärjestämiset kampuksella.

Study unit description:

Opintojakson aikana opiskelija osallistuu erilaisissa rooleissa tapahtumaviestintään ja -organisointiin.

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.

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

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

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

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

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.

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.

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

F7040 Joint writing group, 5 cr

The student is able to:

- Osallistuja osaa hyödyntää oppimismahdollisuuksia kansainvälisessä hankeyhteistyössä (EQF level 6)
- Osallistuja osaa jakaa hankkeen eri vaiheissa tuotettua tietoa kansainvälisessä hankeyhteistyössä (EQF level 6)

Contents of the study unit:

- Osallistajat muodostavat Joint writing ryhmiä, joissa orientoituminen kv LbD konferenssiin ja annettuihin kirjoittamisen ohjeisiin, abstraktin kirjoittaminen, esityksen laatiminen, toteuttaminen ja arvioiva keskustelu.
- Työskentelyssä käytetään sosiaalisen median ja web 2.0 välineitä.

00498 Student tutoring, 3 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

objectives and the basic principles of its operating culture.

F7041 Knowledge and skills for the substance abuse nursing, 5 cr

The student is able to:

Opiskelija osaa päihdehoitotyöhön liittyviä ehkäiseviä keinoja ja tunnistaa päihderiippuvuutta. Opiskelijalla on tiedot ja taidot kohdatessaan eri-ikäisiä päihteiden käyttäjiä. Osaa hyödyntää eri ammattiryhmien moniammatillista osaamista. Tuntee ja osaa käyttää verkostoja oman työn apuna.

Opiskelija tuntee ja ymmärtää päihdehoitotyön lähtökohdat sekä omaksuu kokonaiskäsityksen päihdehoitotyöstä ja palvelujärjestelmästä. Opiskelija ymmärtää ja omaksuu tietoa ja tunnistaa eri menetelmien avulla päihdehoitotyön olemuksen. Ymmärtää perhe- ja verkostotyön merkityksen päihdehoitotyössä.

Contents of the study unit:

- Lainsäädäntö, päihdeohjelmat, organisaatio, päihderiippuvuus ja riippuvuuskäyttäytyminen ja päihteiden käyttöön liittyvät tekijät.
- Hoitosuhdetyöskentely, motivoivahaastattelu, hoitosuhdetyöskentely, päihteiden aiheuttamat ongelmat ja sairaudet, ehkäisevä päihdetyö ja päihteiden houkutus.
- Päihteet ja väkivalta, mielenterveys- ja päihdeongelmat, narsismi ja päihteet, sosiaaliset vaikeudet.
- Päihteistä irrottautuminen, hoito, ohjaus ja kuntoutus.

Study unit description:

Opintojaksolla käsitellään päihdehoitotyön eri osa-alueita. Opiskelijat valmistavat oman esityksen "päihdepiiri"-seminaariin. Aiheet seminaariin sovitaan ensimmäisellä kerralla.

Lisäksi opintojaksoon liittyy verkkokeskustelu *Eettisyys päihdehoitotyössä*. Keskustelun aiheet nousevat tehtävien sisällöistä. Keskustelun tulee olla kantaanottavaa ja kehittävää.

00509 Guidance and care of a cardiac patient, 5 cr

The student is able to:

- carry out comprehensive care of a cardiac patient
- support the cardiac patient and his next of kin
- guide the cardiac patient and his next of kin

Contents of the study unit:

- Description and principles of cardiac patient care and nursing
- Special needs of a cardiac patient care and guidance in situations requiring emergency care
- Common examination and care procedures in cardiac patient care
- Instruction includes specialist lectures, different kinds of excursions and independent work

Study unit description:

The student will become acquainted with comprehensive care of a cardiac patient. The student will acquire skills to care for the patient and for meeting, guidance and support of the next of kin.

The student will develop her competence through independent work as well as with others, share her learning in a group and evaluate her own progress.

F7037 Infectious diseases as a challenge in Nursing, 5 cr

The student is able to:

Ehkäistä tartuntatautien leviämistä hoitotyössä. Tartuntatauteja tarkastellaan hoitotyön ja terveyden edistämisen

näkökulmasta.

Contents of the study unit:

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

00814 Care for Patients with Severe Mental Disturbances, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

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

Previous studies:

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

F0062 Use of drama in health promotion, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

00813 Maintaining Work and Functional Ability, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

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

Previous studies:

Recommended for students at any level.

01355 Visionary Leadership and the Future, 5 cr**The student is able to:**

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

Contents of the study unit:

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

Study unit description:

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

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.

F7057 Developing the knowledge in cancer care, 5 cr

The student is able to:

- saa valmiuksia syöpäpotilaan hoitotyöhön ja oman osaamisen kehittämiseen
- osaa hoitaa syöpätauteja sairastavia potilaita yksilöllisesti, eettisesti korkeatasoisesti ja osana moniammatillista tiimiä
- osaa kohdata ja tukea syöpää sairastavia ja heidän omaisiaan sairauden eri vaiheissa

Contents of the study unit:

- Syöpä sairautena
- Tavallisimmat syöpätaudit ja niiden hoitomuotoja
- Syöpäpotilaan palliatiivinen hoito ja kivunhoito
- Syöpäpotilaan kohtaaminen ja kuntoutumisen haasteet
- Turvallisuus syöpähoitotyössä

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.

F0049 Master's Thesis, 15 cr

The student is able to:

- Know how to manage and search information needed within their own field of expertise, and are able to critically evaluate this information as well as bigger entities
- Know the basics and methods for the research and developing project
- Are able to launch small-scale projects and apply the existing information
- Know the different sectors in project work and manage projects
- Apply an innovative and developing method for their work, exhibit competencies in problem-solving and decision making.

Contents of the study unit:

Thesis work is a holistic, professional growth process where the learning escalates according to the general competencies. A student who has carried out a Thesis work will be able to develop working life following research-based principles and produce new solutions, products, operation models or cultures.

Study unit description:

The Thesis work must be carried out in collaboration with the regional and working life development projects and they may be results of projects or assignments commissioned by working life partners. The project is a part of the University's research and developing work, if part of a bigger research and developing project.

Orientation 3 credits, Planning 3 credits, Implementation 3 credits, Publishing 8 credits, Maturity 1 credit

F7081 Exhibition expertise to entrepreneurs, 3 cr**The student is able to:**

to plan, implement and evaluate the exhibition from the perspective of your company.

Contents of the study unit:

Koulutuksen teemoina ovat messuvalinta, ennakkomarkkinointi, ständin rakentaminen ja viestintä, verkostoituminen ja vaikuttavuus. Koulutus sisältää ennakkotehtävän, yhden illan luennosta ja omaan yritykseen kohdentuvasta kehittämistehtävän ja tapahtuman arvioinnin. Koulutus sisältää myös kaksi sparrauskeskustelua.