

LAUREA UNIVERSITY OF APPLIED SCIENCES

Degree Programme in Health Promotion, Services Development and Management (Laurea Tikkurila, sote), SYV214KJ

Ylemmät ammattikorkeakoulututkinnot

Operating Environment for Social Services

The operating environment for social services is constantly changing. Globalisation, changes in the economy and business as well as technological progress are reflected in the lives of individuals, families, and communities. Some of the challenges in social services include the aging of the population, multiculturalism, and socio-economic differences. The service structure of the welfare sector is shifting from being system- and sector-focused to providing customer-oriented and networked services. The significance of immediate communities and private services is growing in the provision of welfare services. The increasing number of enterprises providing welfare services is creating new opportunities in the sector. Welfare technology will also continue to open new doors, although interpersonal work is increasing in importance as well. New kinds of service innovations are required in order to respond to the challenges in the welfare sector. The change affects all operating environments in social services and in correctional services.

Laurea's area of operation, the Helsinki Metropolitan Area, is highly dynamic. It is characterised by population growth, strong economic and technological development, internationalisation and multiculturalism. The lifestyles of people in the Uusimaa region vary from typical urban cultures to rural small communities. The aging of the population is the single biggest challenge faced by the welfare services. Other challenges deal with supporting the everyday lives of families with children living in widely different situations, with various social problems and with factors that cause social marginalisation, such as unemployment, homelessness, addiction and mental health problems, and crime.

Expertise in Social Services

The aim of the Degree Programme in Social Services is to train experts in social services. This means looking at issues related to education, rehabilitation, prevention, and the maintenance of individuals' ability to function from the perspective of interpersonal relationships, social situations, and the society as a whole. The values of social services are founded on respect for people and social justice. Graduates with a Master of Social Services degree are experts in development and management that is founded on the values and context of the sector.

The Master of Social Services degree completed in the Degree Programme in Social Services emphasises the societal perspective even more than the Bachelor of Social Services degree. The graduates are expected to view the client work and development activities against wider social and global contexts.

Mastery of applied professional work methods and an understanding of the underlying social and rehabilitative perspective form the core competence of the field. However, working with customers with different circumstances and in the context of social changes emphasises the need for a research-oriented and developmental approach alongside existing work methods. Also the continuous self-evaluation of one's own work and learning, i.e. reflective professionalism, is important. Social efficiency requirements as well as a focus on citizens' rights and effective measures have given rise to a need to evaluate services, work methods, quality and management. The Master of Social Services degree focuses on evaluating operations and work methods

Competence Areas

A research-oriented and developmental approach is an essential aspect of any work in social services and correctional services. In particular, research and development competence is emphasised in the Master's degree. Graduates are well versed in work development methods and are able to evaluate development activities using applicable research methods. They are able to analyse and conceptualise change processes in social services. They are able to develop work by critically applying data from scientific research as well as experience and knowledge acquired from practical development activities. They are able to reform practices in social services and correctional services by means of systematic knowledge generation.

The importance of leadership is highlighted in social services and correctional services. The Degree Programme

emphasises multidimensional leadership competence. Special focus is placed on the management of change processes and the importance of leadership in development activities. HR management and financial management as well as leadership self-evaluation are integrated in the Degree Programme.

Expertise in social services refers to the required skills for carrying out demanding expert tasks of the profession. Expertise requires methodological skills in customer work and broad-based social competence. Graduates with a Master of Social Services degree are able to assess and develop social services and client processes in collaboration with various actors and across traditional sector boundaries. They are able to analyse the political and economic factors affecting social services. Influence and the mastering of work methods is highlighted in the social services and correctional services. In particular, a Master of Social Services knows how to develop client work methods, operating principles, and service arrangements. They are also able to evaluate the theoretical approaches behind various work methods.

Professional Growth

Education in social services is founded on a concept of humanity that emphasises development opportunities, being active, and resources. Learning situations promote active information processing and focus on creativity and interaction.

The studies partly progress according to the progress logic of the development project. The students' learning process is closely linked to workplace development activities. At the early stages of the studies, it is essential to deepen the social frame of reference and to analyse development needs. The students learn to plan and manage development activities.

The students' professional development is supported by their personal study plans (HOPS) and individual, group, and online instruction. The personal study plan emphasises the initial review of the student's competence and learning objectives, matters related to the practical arrangements of the studies, as well as study planning. In addition to instruction supporting professional growth and study planning, individual and group instruction for writing the thesis is also offered. The work community's commitment to training as well as mentoring also support professional development

Description of the Degree Programme

The Degree Programme is aimed at individuals who want to manage and develop social services and correctional services, seek new, innovative ways of working or of organising work. Development highlights the influence of operations and also citizens' rights to receive services they need and that are of high quality, as well as project work. Graduates with a Master of Social Services degree can work in development positions and as experts, planners and managers in the public, private and third sectors.

The Degree Programmes in the Laurea University of Applied Sciences are built on the principle of Learning by Developing. According to this principle, learning is closely linked to development activities taking place in authentic workplaces. Research and communality supporting development further promote learning. Learning is a holistic experiential process.

The Degree Programme aims to address the challenges created by internationalisation and multiculturalism in society. The studies contain international modules and international work placement can be included in the studies. Management and development studies offer opportunities for both working in the public sector and as an entrepreneur in welfare services. The students can develop their entrepreneurial competence by concentrating on welfare entrepreneurship in their theses

Structure of the Curriculum

The studies comprise a thesis (30 cr) and three themes:

- Management (20 cr)
- Research and development (15 cr)
- Expertise in social services and work methods (20 cr)

Elective studies account for 5 credits.

The studies begin with an analysis of the development trends in the welfare society as well as research and development studies, progressing to management studies and elective studies.

The thesis is worked on throughout the degree programme. It starts with gathering ideas for the topic and an analysis of related development needs during the first year, and progresses to a thesis plan. It is possible to complete the studies in 1.5 years, although a more realistic timeframe is 1.5 to 2 years. Some of the studies are carried out in collaboration with other universities of applied sciences in the Helsinki Metropolitan Area and some in international partnerships

Quality Assurance of the Degree Programme

The studies comply with Laurea's quality system based on a cycle of continuous development. Feedback is collected using an electronic system at the beginning and end of the studies. This feedback covers instruction, guidance, workload, well-being and studies as well as the purpose of the studies for each student. In addition, written feedback is collected from each face-to-face instruction period.

Key indicators in the evaluation and monitoring of the entire training process include the appeal of the training, rate of completion, average length of studies, employment after graduation, and stakeholder feedback.

Feedback and any resulting development measures are discussed with students during the face-to-face instruction periods and in mentoring groups. Feedback from students is used on developing the study units and the curriculum. In addition, research data collected on the Degree Programme leading to the Master's degree has been used in developing the curriculum. Study development is supported by a steering group consisting of representatives from education, workplaces and the student body. The steering group monitors the follow-up of the influence of the development activities

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

V001 EVIDENCE-BASED HEALTH PROMOTION, 25 cr

Description:

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

V1206 Scientific basis of health promotion, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V1286 Social Policy for Welfare Promotion , 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

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

The student is able to:

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

Contents of the study unit:

- information on the health status of the population

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

Study unit description:

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

V1208 Health promotion based on evidence, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V0007 Influencing in society, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V044 MANAGEMENT AND LEADERSHIP, 20 cr

Description:

Graduates are able to critically apply different management approaches and their actions are based on a research-

oriented work method. They are able to use different types of societal influencing methods and expertise available in networks.

V1266 HR management, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V1276 Strategic Management, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V1267 Change Management, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V1268 HR management and financial management, 5 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

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

V045 RESEARCH AND DEVELOPMENT, 10 cr

Description:

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

V1287 Basic Methodology , 3 cr

The student is able to:

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

Contents of the study unit:

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

Study unit description:

Students are introduced to key research and development issues.

V1288 Quantitative Research Methods, 2 cr

The student is able to:

Student know how to make use of quantitative methods.

Contents of the study unit:

- Quantitative methods, producing analysing material

Study unit description:

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

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

Student deepen her/his knowledge in qualitative methods

Contents of the study unit:

- Qualitative methods, producing and analysing material

Study unit description:

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

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

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

Contents of the study unit:

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

Study unit description:

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

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

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

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

V1291 Welfare Ethics, 3 cr**V003 THESIS, 30 cr****Description:**

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

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

persistence and skills in understanding things holistically.

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

Content:

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

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

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

The aim of the thesis is to develop the students' ability to apply research data, to use selected methods for analysing and solving workplace problems and to carry out demanding specialist tasks independently. The thesis must demonstrate the students' ability to define and process chosen development targets, a development-oriented approach, mastery of the theories and research methods needed in their work, familiarity with the thesis topic and related literature, skills in professional communication, the ability to work with long-term persistence and skills in understanding things holistically.

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