

LAUREA UNIVERSITY OF APPLIED SCIENCES

Complementary competence (bachelor's studies), Laurea Kerava, CCE14SY

Operating environment

COMPLEMENTARY COMPETENCE IN BACHELOR'S DEGREE PROGRAMMES

Elective studies compiled into modules

Elective studies are a part of completing a university of applied sciences degree. Complementary modules make it possible to deepen or extend your knowledge.

From autumn 2014, elective studies will be offered in modules. The modules being offered at Laurea are all listed and described in each campus's own complementary competence curricula.

The modules comprise competence areas. A module typically includes at least two study units, but alternatively competence can also be developed in projects. Credits can also be gained through recognition of prior learning or demonstrations.

Complementary competence modules are also well-suited for further education for those students, who have completed a degree. Graduates can enrol in them as students of the Open University of Applied Sciences.

Modules further competency in a subject area

The scope of a module is 15 - 30 credits. Complementary competence modules support individual study paths and competence. Complementary competence modules that are compatible with the student's professional goals can include in his/her degree. The compatibility of the elective studies with the degree will be subject to prior agreement with the teacher tutor.

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

Completion of studies

Campus-specific curricula describe what studies a unit has planned to offer over the course of a degree programme. Not all courses are held every year, rather a new list of available courses is planned and published each academic year according to demand.

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits. The study unit implementation plans specify the objectives, content and implementation form of the studies. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case.

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

In order for a student to further their competency, we recommend that the student selects entire modules, but it is also possible for a student to select individual study units (courses) from within modules.

Flexible Possibilities for Completing Attainments and Specialising

Any studies in an institution of higher education can be counted as advanced competency. In addition to complementary competence studies presented in the curriculum the student can for example

- select complementary competence studies offered on Laurea's different campuses
- select a core competence module in another degree programme as their advance competency

- include in the degree studies selected from the offer of the FUAS Federation, or HAMK University of Applied Sciences and Lahti university of Applied Sciences

Completion of studies

Campus-specific curricula describe what studies a unit has planned to offer over the course of a degree programme. Not all courses are held every year, rather a new list of available courses is planned and published each academic year according to demand.

In order for a student to further their competency, we recommend that the student selects entire modules, but it is also possible for a student to select individual study units (courses) from within modules.

Curriculum Development

The offering of the complementary modules is constantly under development to match the requirements of the working life and thus the offering may change during the studies. Up to date plans on the available advanced competency modules will be published each academic year.

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T	COMPLEMENTARY COMPETENCE	3
R022	LANGUAGE SKILLS AND INTERNATIONAL COMPETENCE	
E9985	Tandem course: Spanish	3
E264	CUSTOMER-BASED HEALTH AND WELLNESS TOURISM MANAGEMENT	
E9972	Multicultural Service Culture	
E9973	Travel Operations Management	
E9974	Customer-oriented Tourism Marketing	
E9975	Sustainable Tourism Development in Health and Wellness	
E9976	Future Trends in Tourism	
E9977	Expertise in Tourism Service Projects	
E265	SMALL ENTERPRISE BUSINESS	
E9978	Social Media Marketing	
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R022 LANGUAGE SKILLS AND INTERNATIONAL COMPETENCE, 15 cr

Description:

The aim of the study units in the module is to develop language skills and international competence needed at work.

After completing the module the student has developed his/her ability to work in multicultural working environments.

Learning process:

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

In the projects you participate in the development work of domestic or international businesses and communities and in project work. The language used in the project can be either Finnish or English. Projects can also focus on developing the student's own business. The topic of the project and the competences developed by participating in it will be clarified when the project is added to the study offer. The scope of the project will be agreed on in each case. The competences generated in the projects can partly be included in the learning outcomes of some other module(s) and thus the credits can be divided between several modules.

Responsible persons:

Leppävaara: Sirpa Rakkolainen

E9985 Tandem course: Spanish, 3 cr

The student is able to:

- improve their German (Spanish) language skills, both oral and written
- improve cultural understanding of Germany (Spain) through joint activities
- develop intercultural competences

Contents of the study unit:

- cultural and language exchange
- activation of foreign language skills via conversations, narratives (story telling), readings, practicing professional activities (phone calls, interpretation,)translation and leisure activities (cooking, going out together etc)

Study unit description:

Tandem is a method of language learning based on mutual language exchange between partners (ideally each learner is a native speaker in the language the proponent wants to learn). It can be arranged face-to-face or as distant/e-tandem

E264 CUSTOMER-BASED HEALTH AND WELLNESS TOURISM MANAGEMENT, 30 cr

Description:

Students learn about one of the globally growing industries – tourism – from a business point of view. They analyze tourism operational environment, trends, sales and marketing environment and travel operation. The module is aimed at understanding of the tourism industry in Finland and abroad, and at understanding business logic and management perspective on tourism. The module is built upon strengthening students' practical skills and knowledge of the tourism industry and involves a combination of practical project based activities and in-class sessions and workshops with working life. Students learn individually and in small projects about the structure, the dynamics and the future of tourism industry.

Learning process:

The competences described in the module can be developed either by participating in study units or working in projects. Please note that in some education forms projects are the primary way of gathering credits.

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Responsible persons:

The module is no longer offered.

E9972 Multicultural Service Culture, 5 cr

The student is able to:

The student is able to

- identify the nature and the scope of tourism industry
- understand how customer service is operating
- understand and analyze service processes
- understand the challenges and opportunities of customer service in a multicultural tourism environment
- develop personal skills in serving different types of customers

E9973 Travel Operations Management, 5 cr

The student is able to:

The student is able to

- recognize tourism and travel operations, functions and services for customers
- differentiate between front-line and back-office operations
- develop travel operations from a management perspective
- explain different approaches to travel and hospitality management

E9974 Customer-oriented Tourism Marketing, 5 cr

The student is able to:

The student is able to

- analyze sales and marketing principles in tourism industry
- create sales strategies and tactics, also in a digital environment
- design marketing activities for tourism services
- use digital tools and applications in developing customer-oriented marketing activities

E9975 Sustainable Tourism Development in Health and Wellness, 5 cr

The student is able to:

The student is able to

- learn the basics of sustainable and accessible tourism concepts and frameworks in health and wellness segment
- analyze and benchmark sustainable services in tourism destinations
- analysis and develop wellness services for organizations in the tourism industry

E9976 Future Trends in Tourism, 5 cr

The student is able to:

The student is able to

- show how megatrends develop
- examine weak signals, trends and megatrends

- evaluate how tourism companies can utilize trends in forecasting and scenario building
- analyze how tourism services can be developed with the help of trends
- apply principles of future studies in tourism industry

E9977 Expertise in Tourism Service Projects, 5 cr

The student is able to:

The student is able to

- apply principles of service production into practical development projects
- work together with the working life in promoting regional development
- improve their project working skills
- develop international project management skills

E265 SMALL ENTERPRISE BUSINESS, 30 cr

The student will be able to:

käyttää nykyaikaisia markkinointivälineitä potentiaalisten asiakkaiden hankintaan

hallinnoida pientä yritystä

palkata työntekijöitä ja huomioida työntekijöiden palkkaamisen vaikutukset omaan yritystoimintaansa

suunnitella ja arvioida yrityksensä toimintaa myös taloudelliset näkökohdat huomioiden

Learning process:

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Responsible persons:

Kerava: Tiina Turku

E9978 Social Media Marketing, 5 cr