

LAUREA UNIVERSITY OF APPLIED SCIENCES

Täydentävä osaaminen (amk-tutkinto), Laurea Kerava, TOE14SY

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.

1. year

Y	CORE COMPETENCE	
T	COMPLEMENTARY COMPETENCE	80
R020	OTHER COMPLEMENTARY COMPETENCES	
R0074	Basic Studies in Mathematics	5
E9937	The Internet Economy, Business Models and Strategies	5
00190	Student tutoring	5
E9960	E-business	5
R015	LANGUAGE SKILLS AND INTERNATIONAL COMPETENCE	
R0082	Basic Communication in English	5
R0098	Basic Communication in Swedish	5
R0118	Basics of German 1	5
R0119	Basics of German 2	5
R0083	Basics of Spanish 1	5
R0084	Basics of Spanish 2	5
R0123	Basics of Russian 1	5
R0124	Basics of Russian 2	5
E9953	Kirjoita sujuvammin	5
E9985	Tandem course: Spanish	
E262	DESIGN AND IMPLEMENTATION OF MEDIA ELEMENTS	
E9966	Hypermedia	
E9967	Audiovisual Production	
E9968	Tools for Graphic Design	
E263	SOFTWARE DEVELOPMENT	
E9971	Object-oriented Programming	
E9969	Software Testing	
E9970	Applied Programming	
E265	SMALL ENTERPRISE BUSINESS	
E9978	Social Media Marketing	
E9979	Interactive Marketing and Sales	
E9980	Motivated Personnel as a Company Resource	
E9981	Customer Relationship Management	
E9982	Budgeting	
E9983	Internal Accounting	
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	
0386	ONLINE BUSINESS	
E9988	E-Logistics	5
E9986	Building a Website Utilising a Content Management System	5

E9987	Target Group-based Content Production	5
		80

R020 OTHER COMPLEMENTARY COMPETENCES, 15 cr

Description:

The aim of the studies offered in this module is to develop student's basic knowledge and skills. The studies will give basic abilities for the student to be able to manage on his/her studies in his/her field of studies. The student will conduct the appropriate studies from this module according to the initial tests or his/her needs. After completing the studies the student will have gained basic knowledge and skills to develop his/her skills to apply these competences.

Also other studies which develop professional skills can be offered in this module. Studies completed elsewhere can always be placed in this module.

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:

Hyvinkää, sote: Terhi Hautaviita

Lohja, sote: Anu Elorinne

Porvoo: Erja Annola

Tikkurila: Marja Vellonen

R0074 Basic Studies in Mathematics, 5 cr

The student is able to:

The student is able to

- solve mathematical problems at a level required in the UAS studies.

E9937 The Internet Economy, Business Models and Strategies, 5 cr

The student is able to:

The student is able to

- understand the characteristics of information and why it is very much different to a physical world
- look at businesses from a network perspective
- identify business opportunities of the internet
- apply an understanding of the information society to build new markets
- work at the intersection of business and information technology

00190 Student tutoring, 5 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.

E9960 E-business, 5 cr

The student is able to:

The student is able to

- assess the opportunities created by information and communication technologies for business
- analyse the models and practices of e-business
- design and develop web-based products and services

R015 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:

Tikkurila: Camilla Kåla

R0082 Basic Communication in English, 5 cr

The student is able to:

The student

- knows the basics of English grammar
- knows the basics of written and spoken communication
- is able to use study-related and work-related vocabulary
- is able to enhance language skills by making use of a variety of study methods

R0098 Basic Communication in Swedish , 5 cr

The student is able to:

The student is able to:

- know the basics of Swedish grammar
- use study-related and work-related vocabulary
- know the basics of written and spoken communication
- enhance his/her language skills by making use of a variety of study methods

R0118 Basics of German 1 , 5 cr

The student is able to:

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

R0119 Basics of German 2 , 5 cr

The student is able to:

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

R0083 Basics of Spanish 1 , 5 cr

The student is able to:

The student is able to:

- understand the basic structures and vocabulary of Spanish
- communicate in Spanish in simple situations
- write simple and targeted texts
- understand some cultural characteristics of the Spanish-speaking world

R0084 Basics of Spanish 2 , 5 cr

The student is able to:

The student is able to:

- understand the basic vocabulary and structures of Spanish
- communicate in Spanish in fairly simple situations
- write simple and targeted messages
- recognize typical cultural characteristics of the Spanish-speaking areas

R0123 Basics of Russian 1 , 5 cr

The student is able to:

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

R0124 Basics of Russian 2 , 5 cr

The student is able to:

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

E9953 Kirjoita sujuvammin, 5 cr

The student is able to:

Opiskelija osaa tuottaa erilaisia tilanteeseen sopivia tekstejä. Opintojaksolla harjoitellaan luovaa kirjoittamista, tutkimuskirjoittamista, asiatekstejä, reportaaseja ja tiedotteita.

Opiskelija osaa kiinnittää huomiota myös kielioppiseikkoihin ja lähdeviittaustekniikkaan.

Opiskelija osaa myös analysoida sekä omaa että toisten tuottamaa tekstiä.

Study unit description:

Opintojakson aikana opiskelija tutustuu erilaisiin tekstityyppeihin.

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

E262 DESIGN AND IMPLEMENTATION OF MEDIA ELEMENTS, 15 cr

Description:

Student can use different tools and methods of multimedia production. Student is able to improve working methods according to requirements of different media projects. Student is able to research and develop application usage in order to fulfill business requirements.

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:

The module is no longer in the study offering.

E9966 Hypermedia, 5 cr

The student is able to:

The student is able to:

- creatively implement media elements using digital image, audio and video
- create vector graphics and animation and make use of them in digital media
- attach functionality and interaction to animation
- use common tools and methods in production process
- utilize latest technologies in creating digital media

E9967 Audiovisual Production , 5 cr

The student is able to:

The student is able to

- create, edit and save audiovisual material
- utilize common production devices
- recognize distribution requirements for audiovisual material using different media forms
- design and manuscript audiovisual production

E9968 Tools for Graphic Design, 5 cr

The student is able to:

The student is able to

- use a wide range of features of digital image processing software
- create visually advanced graphical elements
- create different types of 3D animations.
- design and produce animation as part of web pages.
- combine sound with animation

E263 SOFTWARE DEVELOPMENT, 15 cr

Description:

Student can act in different roles in software development process. Student is able to use different methods and tools for software design, implementation and testing. Student can apply his/her programming skills in practice.

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:

The module is no longer offered.

E9971 Object-oriented Programming, 5 cr

The student is able to:

The student is able to

- Apply the principles of object-oriented programming in software development
- Design object-structured applications using standard imaging techniques
- Make use of application libraries in software development

E9969 Software Testing, 5 cr

The student is able to:

The student is able to

- explain basic concepts, principles and terms of testing
- design test cases in different testing environments
- run functional and non-functional testing
- apply different testing methods and techniques
- report the results of testing reasonably
- analyze the relevance of testing
- sort different roles and tasks in software testing and understand their meaning

E9970 Applied Programming, 5 cr

The student is able to:

Opiskelija osaa

- toteuttaa ja testata sovelluksia työpöytä-, palvelin- ja verkkoympäristössä
- soveltaa ohjelmointitaitoja käytännön projekteissa
- hyödyntää muuttuvia ohjelmistokehitysympäristöjä
- kehittää ongelmanratkaisutaitojaan erilaisissa ohjelmointiongelmassa

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:

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:

Kerava: Tiina Turku

E9978 Social Media Marketing, 5 cr**E9979 Interactive Marketing and Sales, 5 cr****E9980 Motivated Personnel as a Company Resource, 5 cr****The student is able to:**

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E9981 Customer Relationship Management, 5 cr**E9982 Budgeting, 5 cr****E9983 Internal Accounting, 5 cr****The student is able to:**

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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.

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:

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

0386 ONLINE BUSINESS, 15 cr**Description:**

Moduulin opinnoissa tavoite on kehittää verkkoliiketoimintaosaamista, kykyä arvioida tietyn liiketoimintamallin siirtämistä e-busineeseen sekä tehdä yksinkertaisia verkkoliiketoimintaaalustoja.

Moduulin suoritettuaan opiskelija osaa käyttää logistiikan informaatiojärjestelmiä, luoda sisältöä verkkosivuille sekä rakentaa yritykselle verkkosivut.

Responsible persons:

Not offered anymore.

E9988 E-Logistics, 5 cr**The student is able to:**

Opiskelija osaa

- hyödyntää sähköisen liiketoiminnan eri toimintatapoja ja -malleja ja niiden vaatimia logistisia ratkaisuja liiketoiminnan kehittämiseksi.
- käyttää logistiikan informaatiojärjestelmiä

Contents of the study unit:

Opintojaksolla käsitellään sähköisen liiketoiminnan tulevaisuuden mahdollisuuksia logistiikan näkökulmasta. Keskeisiä käsitteitä ovat B2X, ECR, E-SRM ja E-SCM.

E9986 Building a Website Utilising a Content Management System, 5 cr**The student is able to:**

- rakentaa yksinkertaiset www-sivut jotakin sisällönhallintajärjestelmää hyväksikäyttäen
- tunnistaa ja hyödyntää sisällönhallintajärjestelmien tuomia mahdollisuuksia verkkoliiketoiminnassa sekä niiden osuuden osana verkkoliiketoiminnan arvontuottamista
- arvioida erilaisia verkkokaupan toteuttamismahdollisuuksia verkkosivujen sisälle

Contents of the study unit:

Opintojaksolla käsitellään joitakin sisällönhallintajärjestelmiä (esim. Wordpress, Drupal), joiden avulla rakennetaan

yksinkertaiset verkkosivut kumppaniyritykselle. Lisäksi tarkastellaan ja arvioidaan erilaisten osien ja modulien lisäämistä verkkosivuille ja niiden tuomia hyötyjä yritykselle.

E9987 Target Group-based Content Production, 5 cr

The student is able to:

- tunnistaa sähköisen liiketoiminnan kohderyhmät ja asiakaspolut verkko-oympäristössä
- arvioida kohderyhmien tarpeet
- tuottaa sisältöä kumppaniyrityksen verkkoympäristöön kohderyhmä-lähtöisesti

Contents of the study unit:

Opintojaksolla arvioidaan ja suunnitellaan kumppaniyrityksen markkinointi-viestintää verkkoympäristössä monikanavaisesti.