

# LAUREA UNIVERSITY OF APPLIED SCIENCES

## Midterm study offer, Laurea Kerava, VKE15SY

### 1. year

|       |                                                        |     |
|-------|--------------------------------------------------------|-----|
| T     | TÄYDENTÄVÄ OSAAMINEN                                   | 166 |
| A882  | RETAIL AND ENTREPRENEURSHIP STUDIES                    |     |
| A9402 | Retail Trade Environment and Competitive Tools         | 5   |
| A9403 | Personnel and Management                               | 5   |
| A9404 | Indicators and Management                              | 5   |
| G8272 | eService Competence                                    | 5   |
| R0166 | Basics of Accounting                                   | 5   |
| V1552 | Improving Your Study Skills and Finding Your Strengths | 5   |
| R0044 | Research Communications and Project Management Skills  | 5   |
| R0046 | Research and Development Methods                       | 5   |
| R0165 | Asiakkuuksien ja asiakassuhteiden johtaminen           | 10  |
| A9187 | Introduction to Information Security                   | 5   |
| R0121 | Working Russian 1                                      | 5   |
| R0098 | Basic Communication in Swedish                         | 5   |
| R0163 | Leadership and Management                              | 5   |
| R0162 | Basics of Corporate Financing                          | 5   |
| R0161 | Rahoitus ja arvopaperimarkkinat                        | 5   |
| R0096 | Working Spanish 1                                      | 5   |
| V0102 | Teamwork and Leadership Competence in Nursing          | 5   |
| R0160 | Emergency Care Nursing                                 | 5   |
| 01516 | Research Orientated Approach to Development            | 5   |
| R0082 | Basic Communication in English                         | 5   |
| E9937 | The Internet Economy, Business Models and Strategies   | 5   |
| 01517 | Content Marketing                                      | 5   |
| 01518 | Laurea 2020-projekti                                   | 5   |
| E9991 | Vaccination Competence                                 | 3   |
| 01520 | Healthcare Technology in Public Library -module        | 5   |
| 01519 | Healthcare Technology in Public Library -module        | 3   |
| 01500 | Innovation Project 1                                   | 5   |
| 01491 | Innovation Project II                                  | 10  |
| G8319 | Future StartUp                                         | 5   |
| G8320 | Idea StartUp                                           | 5   |
| G8321 | Business StartUp                                       | 5   |
| 01527 | Competitive Sport and Working Life Skills              | 5   |
|       |                                                        | 166 |

## **A882 RETAIL AND ENTREPRENEURSHIP STUDIES, 15 cr**

### **Description:**

The objective of the study module is to familiarize the student with retail trade based on entrepreneurship and to contribute to his capacity to work in positions of responsibility in retail trade sector.

In the beginning of the module the student familiarizes himself with the retail trade environment and competitive tools. After finishing the study module the student knows how to plan the retailer activities and finance at department level. He is also capable of engaging in an entrepreneurial position as retailer. The student is able to define the target groups for retail trade and is familiar with the competitive tools applied in this field. He knows how to use the human resource management tools and is able to interpret the indicators of retail trade at department level.

### **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:**

Tuija Marstio

## **A9402 Retail Trade Environment and Competitive Tools, 5 cr**

### **The student is able to:**

The student is able to

- form a complete picture of the trade sector and its importance in Finland
- describe the target groups of different retail trade sectors and their purchasing preferences
- describe the role and tasks of retail trade in the supply chain
- describe the competitive tools of a retailer entrepreneurdefine the role of a retailer entrepreneur in the retail trade supply channel and in a retail chain

## **A9403 Personnel and Management, 5 cr**

### **The student is able to:**

The student is able to

- sell himself to get a job in a store
- manage the risks and security of a retail store
- take the leadership of a work team at department level, stressing active sales work
- manage the sales process of at department level of retail store

## **A9404 Indicators and Management, 5 cr**

### **The student is able to:**

The student is able to

- interpret the indicators of retail trade at department level
- plan the activities and finance at department level of a retail store
- engage in an entrepreneurial position as retailer

### **G8272 eService Competence, 5 cr**

#### **The student is able to:**

The student is able to

- use and apply nontraditional services for client needs
- describe eService concept from his/her own sector's perspective
- analyse and evaluate eServices and explain their meanings within renewal of services
- innovate and develop various eService ideas, or the service processes related to the ideas.

### **R0166 Basics of Accounting, 5 cr**

### **V1552 Improving Your Study Skills and Finding Your Strengths, 5 cr**

#### **The student is able to:**

The student is able to

- improve his/her study motivation and time management
- recognize his/her learning styles and methods
- reflect on how to improve his/her studying skills and methods
- recognize his/her strengths and positive attitude
- minimize barriers in the study success

### **R0044 Research Communications and Project Management Skills, 5 cr**

#### **The student is able to:**

The student is able to

- plan, implement and evaluate a practical project in multiprofessional cooperation
- apply his/her own communication competencies into his/her development project
- carry out a report
- discuss and argue the studies related to his/her own field and development work
- evaluate the meaning and effectiveness of his/her own actions

### **R0046 Research and Development Methods , 5 cr**

#### **The student is able to:**

The student is able to

- choose the proper methods for development project and give reasons for these choices
- collect empirical data and analyse it
- interpret empirical results
- make conclusions based on empirical results
- recognizes the ethical point of view of the research and development work
- evaluate the reliability and validity of research

### **R0165 Asiakkuuksien ja asiakassuhteiden johtaminen, 10 cr**

### **A9187 Introduction to Information Security, 5 cr**

#### **The student is able to:**

The student is able to:

- use relevant concepts related to information security
- evaluate the importance of information security as a part of an organization's operations and the effect of information risks on an organization
- protect organizations against information security threats
- evaluate an organization's operations with regard to information security related legislation and standards

### **R0121 Working Russian 1 , 5 cr**

**The student is able to:**

The student is able to:

- •meeting and escorting guests from Russia during their business travel; organizing business trips;
- participating in various business situations related to the Russian language and the culture of Russia;
- greeting and politely discussing a broad range of topics;
- the ability to type using the Russian keyboard and to look up information in different Russian sources..

### **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

### **R0163 Leadership and Management, 5 cr**

**The student is able to:**

Opiskelija osaa

- analysoida ja kehittää omaa toimintaansa työyhteisön jäsenenä ja esimiehenä
- soveltaa työlainsäädäntöä ja työehtosopimuksia
- analysoida työyhteisöä ja edistää työhyvinvointia

### **R0162 Basics of Corporate Financing, 5 cr**

### **R0161 Rahoitus ja arvopaperimarkkinat, 5 cr**

### **R0096 Working Spanish 1 , 5 cr**

**The student is able to:**

The student is able to:

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

## **V0102 Teamwork and Leadership Competence in Nursing, 5 cr**

### **The student is able to:**

- recognise the predominant culture and values of an organisation
- work in a way that promotes the work community's occupational welfare
- be responsible members of a work community and network in various situations
- develop interaction and negotiation skills
- take initiatives, adopt a developmental approach to work, and participate in improving quality
- know the central social- and healthcare legislation
- recognise the socioeconomic interdependence of organisations in the field
- recognise the possibilities of societal influence for the development of the field
- recognise the basic principles of organisational management and leadership and acquire abilities for supervision tasks

### **Contents of the study unit:**

- organisational culture and values
- management and leadership; everyday leadership
- the central social- and healthcare legislation
- networking, cooperation and teamwork
- developing the quality of nursing
- self-management in promoting professional growth

### **Study unit description:**

The competence gained in this study unit relates to the mastery and responsible use of the main management tools in promoting and improving occupational welfare. Competence is based on an understanding of the operating structures, targets and profitability of an organisation. The focus is on the individual's role and responsibilities in an organisation and its development. Students also develop in self-management.

### **Previous studies:**

Themes 3 and 4

## **R0160 Emergency Care Nursing, 5 cr**

### **The student is able to:**

The student is able to

- use the Triage classification to assess the need for care of a patient who has an acute illness
- utilise different information gathering methods in planning, implementing and assessing the care of a patient in emergency care
- assess the vital functions of a patient in emergency care, monitor the patient's condition, identify changes in the condition and act accordingly, as well as utilise patient care technology
- apply different guidance methods in the nursing of a patient in emergency care
- interact professionally with the patient, the patient's family, colleagues, doctors and ambulance staff, as well as consult colleagues, ambulance staff and doctors
- make independent care decisions in cooperation with the patient and the care team
- apply empirical and theoretical knowledge in his or her actions
- apply the nurse's ethical principles in emergency care

## **01516 Research Orientated Approach to Development, 5 cr**

## **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

### **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

### **01517 Content Marketing, 5 cr**

#### **The student is able to:**

After taking the course the student:

- can analyze and elaborate on the impact of digitalization on marketing now and in the future
- has a broad perspective to the consumer trends and their reflection on the digital marketing today
- is able to elaborate a content strategy plan based on target group needs and interests analysis
- is able to create attractive, usable and engaging content
- is able to measure and analyze webpage conversion rates and to optimize findability using SEO and SEM
- has elaborated a plan for your professional development to become a digital marketing professional

### **01518 Laurea 2020-projekti, 5 cr**

### **E9991 Vaccination Competence, 3 cr**

#### **The student is able to:**

Rokotusosaamisen perusteet (2 op)

-tunnistaa rokotuksilla ehkäistävät taudit

-tunnistaa rokotusten hyödyt

-hakea luotettavaa tietoa rokotusten mahdollisista haittavaikutuksista

- ohjata ja tukea asiakasta rokotuspäätöksen teossa tutkitun tiedon perusteella

- selittää, mitä asioista tulee huomioida ennen rokottamista, rokottaessasi ja rokottamisen jälkeen

Rokotusosaamisen syventäminen (1 op)

-tunnistaa rokottamisen etiikkaan, turvallisuuteen ja vaikuttavuuteen liittyvät kysymykset

- ottaa huomioon rokottaessaan erilaisiin ryhmiin kuuluvat

-ohjata esimerkiksi raskaana olevien, maahanmuuttajien ja matkailijoiden rokottamiseen ja rokotuksiin liittyvissä kysymyksissä

### **01520 Healthcare Technology in Public Library -module, 5 cr**

#### **The student is able to:**

- Hyvinvointiteknologiaosaaminen
- 

Esiintymis- ja vuorovaikutusosaaminen

- Ryhmädynamiikka ja tiimityöosaaminen
- Hanke-/projektityöosaaminen

### **01519 Healthcare Technology in Public Library -module, 3 cr**

**The student is able to:**

- Hyvinvointiteknologiaosaaminen
- Esiintymis- ja vuorovaikutusosaaminen
- Ryhmädynamiikka ja tiimityöosaaminen
- Hanke-/projektityöosaaminen

### **01500 Innovation Project 1, 5 cr**

**The student is able to:**

The student is able to

- work in multi-professional groups and networks
- use service innovation processes and tools to develop services
- develop services to promote health and well-being in multi-professional teams together with working life representatives

### **01491 Innovation Project II, 10 cr**

**The student is able to:**

student is able to develop and apply different working methods when developing future services and service models as a part by participating in projects oriented towards working life.

student is able to evaluate changes in the operating environment, as well as the changes required in services and service models.

### **G8319 Future StartUp, 5 cr**

**The student is able to:**

Student is able to:

- recognise and develop their own competence and evaluate competence required in entrepreneurship
- recognise entrepreneur-like activities in the working community and utilise extensive competence in business activities and work contexts
- develop and expand their personal networking skills and understand the importance of central stakeholders to their company

### **G8320 Idea StartUp, 5 cr**

**The student is able to:**

The student is able to:

- utilise different methods for generating ideas when developing business activities
- form a team around one's own idea and/or work as a team member in an entrepreneurial way
- recognise and evaluate clients' problems and develop their idea in collaboration with the client/clients
- develop, describe, present and assess their own business idea

### **G8321 Business StartUp, 5 cr**

**The student is able to:**

The student is able to:

- formulate and develop their own idea into a business model
- utilise their own network in planning the business model
- test the functionality of their own business model on clients
- present their own business idea to different stakeholders
- build client contacts and possibly acquire clients to their own business

### **01527 Competitive Sport and Working Life Skills, 5 cr**

**The student is able to:**

The student is able

- to understand the significance of competitive sports in professional growth
- to set objectives and commit to these
- to identify the skills gained from competitive sport
- to understand and identify the importance of working life skills
- to utilise skills gained in competitive sport
- to identify the strengths and development areas in their own working life skills

**Previous studies:**

Kilpaurheilutausta