

LAUREA UNIVERSITY OF APPLIED SCIENCES

Complementary competence (bachelor's studies), Laurea Kerava, CCE16SY

1. year

Y	CORE COMPETENCE	
T	COMPLEMENTARY COMPETENCE	30
R027	GUIDANCE AND EXPERTISE TRAINING	
01540	Tutoring	
0404	THE DEVELOPER OF DIGITAL HEALTH AND WELFARE SERVICES	
01548	The Citizens as Customers of Digital Health and Welfare Services	5
01549	The Digital Environment in Health and Welfare Services and its Ethics and Regulations	5
01550	Digital Service Development and Information Management in Health and Welfare Services	5
E267	DIGITAL BUSINESS CLOUD	
E9993	Marketing in a Digital World	5
E9994	Digital Marketing Channels	5
01517	Content Marketing	5
R023	OTHER COMPLEMENTARY COMPETENCES	
R0226	Participation in Voluntary Work	0
		30

R027 GUIDANCE AND EXPERTISE TRAINING, 15 cr

Description:

Expertise is born via guidance activities in the Guidance and expertise module.

Completing this module provides the student with varied expertise in guiding different people in different situations. The student will know how to support the development of both competence and identity, and to advise on the use of different tools. They know which actions promote a sense of community.

Learning process:

Competence as defined in this module can be developed by, for example, taking part in student union activities during study units. The working language can be either Finnish or English.

Responsible persons:

Teija Laamanen

01540 Tutoring, 5 cr

The student is able to:

The Student is able to

- evaluate tutoring from the perspective of their own campus and the campus's educational responsibilities
- provide guidance and advice to new students with regard to Laurea's practices and operational culture
- aware of and have a command of the systems currently in use
- create an expertise profile for themselves and can support new students in building an expertise profile in the kyvyt.fi portal
- know the learning environments on their campus and can, when necessary, represent the campus at different events
- have a command of the work methods related to career planning and are able, together with the teacher tutor, to support new students in themes related to career planning
- act as active promoters of well-being within the workplace and among students

0404 THE DEVELOPER OF DIGITAL HEALTH AND WELFARE SERVICES, 15 cr

Description:

It starts with the unit where the main content is the citizen as customer in digital health and welfare services and how professionals are communicating in a digital environment. Then comes the study unit about digital health and welfare environment's with ethics and regulation in healthcare. At last comes the service design study unit, that will increase participant's competences about customer oriented user centered service design and co-creation process.

Responsible persons:

Otaniemi: Mikko Julin and Tuula Saarnio

01548 The Citizens as Customers of Digital Health and Welfare Services, 5 cr

The student is able to:

The Student is able to

- recognize and use e-Health and welfare services as they are today and recognize trends in future.
- discuss and describe what "citizen as customer of health and welfare services" means.
- empower customers to participate in their own health and welfare service in digital area.
- identify the need for professional-level communication in digital environments.
- guide the citizens in using digital eHealth and eWelfare service.

01549 The Digital Environment in Health and Welfare Services and its Ethics and Regulations, 5 cr

The student is able to:

The Student is able to

- understand basic health and social care informatics
- understand basic methods of technical informatics/computer science,
- understand and apply principles of evidence-based practice and evidence based clinical pathways
- understand and apply legal knowledge of confidentiality, IT-security and patient data privacy and protection

Contents of the study unit:

This study unit deals with health informatics and the general process of digitalization in health and welfare and the laws and regulations surrounding it.

- Partnership countries health and welfare environment, health and welfare informatics environment ex. Kanta services, Estonian X-Road
- How to store data, share data, refine data different databases
- Ethics, laws and regulations and customer safety data privacy and security
- Structural data, health and social classifications, the basic elements of support of decision making systems

01550 Digital Service Development and Information Management in Health and Welfare Services, 5 cr

The student is able to:

The Student is able to

- understand user centered service design and multi professional development process to digital services
- be able to apply future orientation and solutions centric working habits
- to understand different kind of data sources and structures and future possibilities to utilize data analytics for citizens' health promotion

Contents of the study unit:

The content of study unit

- service design process
- user centered approach
- future orientation and creative working habits
- project management and online collaboration
- databases and health information system usage and security
- Image analysis (Xray, brain scans, etc.) & remote diagnostics
- Internet of Things/sensor technology/wearables growing, so much more data available from individuals (MyHealth-data).
- Analytics and visualization

Study unit description:

This study unit deals with the development of digital services and the creation of competence in service design process. In the group-works there are lots of variations of service - service design, digital service, healthcare service. The aim of this study unit is to give future professionals skills in developing improved e-Health services. The point is give orientation and create interest to this topics.

E267 DIGITAL BUSINESS CLOUD, 15 cr

Description:

The module is designed for bachelor students willing to become digital marketing professionals.

During the module, competences in digital marketing, digital marketing channels and content marketing are developed.

After completing the module, students have a broad insight to digital business and digital customer experience.

Students know how to perform social media marketing and are able to build attractive, usable and engaging content. They are able to elaborate a content strategy plan based on target group needs and interests analysis. The students know the principles of building organizational webpages and know how to produce webpage content. They are also able to make use of Search Engine Optimization (SEO), Search Engine Marketing (SEM) and website analytics.

E9993 Marketing in a Digital World, 5 cr

The student is able to:

The student is able to

- understand the principles and evolution of digital marketing
- dominates the concepts of paid, owned, and earned media
- make use of the core digital tools to support marketing communication and planning
- summarize and apply law issues in digital marketing

E9994 Digital Marketing Channels, 5 cr

The student is able to:

The student is able to

- perform social media marketing and website marketing
- build an online advertising campaign
- plan a video marketing campaign
- explain the social marketing concept as well as sales & tools for email marketing
- make use of Search Engine Optimization (SEO), Search Engine Marketing (SEM) and website analytics
- explain how company can build relevant visibility in Google

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

R023 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.

R0226 Participation in Voluntary Work, 0 cr

Study unit description:

The student participates in voluntary work during his/her studies. As a volunteer the student develops his/her general working life competences, professional competences and competence related to social /societal themes.

The competence is acknowledged as part of the other studies.