

LAUREA UNIVERSITY OF APPLIED SCIENCES

Complementary competence (bachelor's studies), Laurea Lohja, CCF16SY

INTRODUCTION TO LAUREA

Laurea's Mission

The strategic intent of Laurea University of Applied Sciences is to be "an international developer of well-being and competitiveness of the Helsinki Metropolitan area in 2020".

Laurea is a student-centred, international, inspiring and innovative university of applied sciences whose mission is to conduct education, research, development and innovation activities in international value networks following the action model of Learning by Developing (LbD).

The students will encounter authentic workplace actors and their competence will be challenged during their studies. A student graduating from Laurea will be able to act in new situations, anticipate future trends, develop new operating models and examine the world with open eyes. Laurea's mission is to be an internationally networked university of applied sciences with an operating method that creates links between learning and the working life. This way, new competence will be produced and service innovations generated.

Competence Development

At Laurea our focus is on the student, emphasising the student's freedom and responsibility. The students are offered an opportunity to develop their competence as required by their professional goals. Freedom means that the learning outcomes may be achieved through different modes of studying. Responsibility means an active approach to studying, responsibility for your own choices and a constructive and motivated attitude towards doing things together. Laurea's staff is responsible for supporting and guiding the student's professional growth.

Internationality at Laurea means numerous opportunities for being active in various multicultural settings, developing your language skills, going on student exchanges and taking part in international research and development (R&D) projects.

Laurea's strategic research areas are based on strong expertise on which the education offered by Laurea is based. Strategic research areas are health and societal integrity, comprehensive security and service business. Student entrepreneurship is supported and entrepreneurship is visible in Laurea's activities not only as an entrepreneurial attitude and cooperation with companies but also as concrete new businesses that the students may set up even before completing their studies.

Laurea produces experts for the future who can develop their own work, are professionally committed and have capabilities for serving in expert tasks in their own fields.

The education aims for an extensive and strong professional competence. Workplace driven projects also develop management competence, communication skills, creativity and ethical competence. The graduates will have capabilities for following and promoting the development of their professional fields and for continuous improvement of their personal professional competence. The education imparts the students adequate communication and linguistic skills for tasks in their fields as well as for international activities and cooperation.

LEARNING BY DEVELOPING (LbD)

Laurea's inspiring and innovative learning environments are based on the model of Learning by Developing. The idea of Learning by Developing is built around authentic encounters with the working life. The ensuing cooperation is based on trust and creativity.

The students learn to identify targets for workplace and competence development, to create new solutions, products and operating models and to develop their own action in observance of changing workplace requirements. The typical characteristics of LbD include authenticity, partnership, experiential nature, creativity and a research-oriented approach.

Learning by Developing combines learning that produces competence with creativity through various research and development projects. Learning builds on new opportunities that open up as the project progresses. The required competence is accumulated through practical activities in various workshops and labs.

DEGREE STRUCTURE IN EDUCATION LEADING TO A UNIVERSITY OF APPLIED SCIENCES DEGREE

Scope and Extent of the Degree

The scope of a Bachelor's degree in Business Administration, Hospitality Management, Beauty Care, and Health Care (physiotherapist, nurse) is 210 credits, and it takes on average 3.5 years to complete. The scope of a Bachelor's degree programme in Health Care (public health nurse) is 240 credits, and it takes on average 4 years to complete.

In line with the international ECTS standard, one credit corresponds with 26.7 hours of work for an average student.

Degree Structure

The degree studies at Laurea consists of core competence and complementary competence modules. The modules comprise competence areas that are part of the degree. Core competence modules impart competence that is part of the degree's compulsory requirements. Complementary modules make it possible to deepen or extend your knowledge.

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.

In practice, credits are attained when the student complete study units that are part of the module or engage in projects in which the corresponding competence area is develop (see picture 1). Credits can also be gained through recognition of prior learning or demonstrations.

The modules have been designed so that they can mainly be completed in the course of one or two semesters. Studies 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 offering.



Picture 1. Structure of the studies.

Core Competence and Complementary Competence Modules

Core competence modules lay the foundation for the competence required for a degree and are compulsory. The scope of the core competence varies depending on the degree:

- 150 credits for a Bachelor of Business Administration, a Bachelor of Hospitality Management, a Bachelor of Social Services, a Bachelor of Health Care (physiotherapist) and a Bachelor of Beauty Care degree
- 180 credits for a Bachelor of Health Care degree (nurse)
- 210 credits for a Bachelor of Health Care degree (public health nurse)

The scope of **core competence modules** is 30 credits. The modules contain the following types of studies: basic studies, professional studies, practical studies and a Bachelor's thesis.

The remaining part of the degree consists of **complementary competence modules**. Depending on the degree, the scope of the complementary competence thus is 30 or 60 credits. The scope of a module is either 15 or 30 credits. The modules can be freely selected. Complementary competence modules support individual study paths and competence. You can include in your degree complementary competence modules that are compatible with your professional goals. The compatibility of the elective studies with your degree will be subject to prior agreement with your teacher tutor.

Complementary modules include the following types of studies: professional studies, practical studies and elective studies.

Flexible Possibilities for Completing Attainments and Specialising

At Laurea, there are flexible possibilities of building up the competence specified in the modules' learning outcomes. For example, the student can

- select core competence studies offered on Laurea's different campuses

- select complementary competence modules that support your professional goals in Laurea's various campuses
- select English studies from Laurea's offer of English education, even if you are studying in Finnish education,
- select Finnish studies from Laurea's offer of Finnish education, even if you are studying in an English education.
- select studies taught in Finnish from Laurea's offer of Finnish education
- include in your degree studies offered by the offer of the FUAS Federation that is from HAMK University of Applied Sciences and Lahti university of Applied Sciences, without paying fees
- select online studies that give you more flexibility in your study schedules, and
- develop your competence by taking part in projects and
- utilize work-based learning.

The study unit implementation plans specify the objectives, content and implementation form of the studies.

The development of a student's individual competence is also supported by campus modules, the contents of which emphasise the special competence areas of the campuses. In addition, you can deepen or extend your competence by your selections of complementary competence modules, placements and the theme of your thesis, and by participating in various projects. Career guidance will be provided to support a student on his or her study path.

ASSESSMENT OF LEARNING AND COMPETENCE

In the curriculum, the learning outcomes are described as the learner's actions, so that the development of competence can be assessed with reference to the set goals. Competence is identified as knowledge, skills and values related competence as well as experiential competence that includes the competence of an individual and a community. The competence descriptions in the curriculum draw on Bloom's taxonomy, where the development of competence is described at six different levels: knowledge, comprehension, application, analysis, synthesis and evaluation/creativity.

Following Laurea's LbD model, it is expected that the learner's competence will develop from the level of application to the level of creativity in the course of the education. Laurea's description of shared general criteria for workplace competence is based on the National Quality Framework. General workplace competence develops as the students complete modules and study units and participate in projects.

Table 1. Shared criteria for generic working life competence at Laurea

Description of competence	Learning outcome	Examples
REFLECTION COMPETENCE <i>learning skills (EQF)</i> Assessment and development of the learner's personal competence and that of others in order to achieve the learning outcomes	• is able to solve problems associated with his/her role, operating methods and competence in a goal-oriented manner to reach a target	• changes his/her operating methods and role, and develops his/her competence as the development process progresses in order to reach the objectives and the goal set for the project. • brings up the views put forward by experts that he/she appreciates as the project progresses
	• is able to analyse the implemented operating methods and the actors' competence and, based on this analysis, is able to draw conclusions together with other actors in order to achieve a shared goal	• in a goal-oriented manner, compares different perspectives together with other project actors
		• models a development project as a whole from the perspective of impact

	is able to compare and develop the operating methods of various actors, the set objectives and goal and the entire process, and to create a new operating model	
--	---	--

ETHICAL COMPETENCE	- is able to follow the principles of equality and fairness - is able to apply the underpinning values and principles of vocational ethics typical of his/her field to his/her actions - is able to apply the principles of sustainable development (environmental, social and financial responsibility) - acts as a responsible global citizen	- follows the agreed operating methods - is considerate to others, gives space to other people's ideas and listens - complies with the rules (including schedules), is committed to work, is careful, reliable and fair, respects the work of others, shows discretion and behaves appropriately in each situation - understands that local actions may also have international impacts and vice versa
	- accepts responsibility for his/her own actions - accepts responsibility for the actions of the group	- recognizes conflicts associated with choices - compares and takes into consideration different viewpoints, is able to let go of selfish needs in order to achieve a common good - shows appreciation for the work and outputs of others, for example by citing the original sources
	draws on his/her competence to have an impact in society (LbD regional development)	designs/develops customer/client-oriented and sustainable solutions including a financial, social and environmental aspect

COMMUNICATION COMPETENCE (IN WORK COMMUNITY) <i>The student is able to act appropriately in various work-related communication and interactive situations: the student uses diverse communication channels in various situations, exchanges messages and maintains interaction with others.</i>	is able to communicate appropriately in interactive situations of the work community and communicate in inter-cultural situations	- observes the communication requirements and capacities of the project - by his/her personal action, promotes a constructive atmosphere (appropriate, constructive criticism) - values, listens to and respects different communicators and cultures and linguistic diversity - applies his/her communication competence to different people - communicates in a foreign language - uses ICT in his/her tasks
	is able to communicate responsibly as part of a multi-disciplinary work community / network	- communicates to promote well-being in the community - acts as an active and goal-oriented partner in cooperation and networks globally

	• is able to organise communications in a work community • is able to evaluate communication competence needed in multicultural cooperation • is able to evaluate the impacts and possibilities of internationalisation development	• shares information and takes initiative in disseminating information on the project's progress using various communication channels • finds solutions to communication challenges • constructs and organises network partnerships in cooperation with project actors
	• is able to renew communication modes • is able to direct communications • is able to develop working life connections and networks • is able to have an impact in society by communicating about project outcomes	• has the courage to challenge him/herself and others to act • tolerates uncertainty, incompleteness and the possibility of failing in communication situations • acts professionally, interprets and controls emotions in critical interactive situations • builds and develops online partnerships independently • uses renewing modes of communication

INNOVATION COMPETENCE	• is able to identify elements needing change in working life / a project • is able to use appropriate project and R&D methods • is able to apply a development-oriented work approach in an RDI project	• obtains and processes knowledge in his/her field in relation to the RDI project • brings up practicable development ideas emerging from the project
	• is able to organise an RDI project • is able to analyse and interpret an innovation process applying existing international knowledge	• documents and reports: describes knowledge or operating methods that renew working life in line with the project targets • brings up international standards and practices relevant to the field and follows them • has the courage for constructive questioning
	• is able to create new working methods by using creative problem-solving and finds customer/client -oriented, sustainable and cost-effective solutions	• suggests and implements solutions bravely and creatively, justifies his/her point of view • has visions of future (foresight, ability to also see the past) • is creative

MANAGEMENT COMPETENCE Management comprises goal-oriented, interactive social activity. Management guides the way people act. The aim of management is that a group	• is able to draw on the basics of management and entrepreneurial operation as part of project work	• recognizes his/her role in order to manage his/her own actions in the project • identifies the goals of the project and sets goals for him/herself
	• is able to lead a development project as a Project Manager	

	is able to promote a communal spirit among those participating in a development project by personal example	- draws up a project plan (legal and financial aspects) - communicates about decisions and project changes, solves communication and interaction problems - plans and implements a budget - organises project activities and allocates responsibilities and tasks to actors - supports the actors' development as Project Manager - makes decisions in unexpected situations - identifies risks and takes steps to find a solution - monitors and evaluates the project in comparison to the plan
	- is capable of proactive management - is able to generalise management competence produced in a development project in working life development	- has visions of future - renews management culture

Study units are graded on a scale of 0 to 5, as follows:

5 (Excellent),
4 (Good),
3 (Good),
2 (Satisfactory),
1 (Satisfactory) and
0 (Fail).

Some study units or parts can also be graded simply as Pass/Fail (H/0).

The students will be informed of the criteria for assessing competence at the beginning of each study unit/project. In the planning of the assessment, shared assessment criteria applicable to initial stage and graduation stage students are utilised, with shared descriptions for levels 1, 3 and 5.

Table 2. Shared assessment criteria for initial stage and graduation stage students

BACHELOR'S DEGREE	INITIAL STAGE STUDENTS	GRADUATION STAGE STUDENTS
EXCELLENT grade 5 Students are able to:	- Apply professional concepts expertly. - Comply with occupational safety instructions responsibly and independently. - Justify activities using research knowledge.	- Apply professional concepts expertly and extensively, and manage the big picture. - Develop occupational safety of their operating environment. - Develop operating methods by comparing, combining and selecting research knowledge.

	• Work independently and take initiatives in line with objectives. Operations are often flexible, systematic, development-oriented, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Act in customer/client-oriented ways and according to the situation. • Promote group activities. • Able to critically apply ethical principles in the subject field in one's conduct and tasks.	• Work independently and innovatively in line with objectives. Activities are mostly creative, focused on developing the workplace and distinctly professional. • Select, combine and develop appropriate techniques and models for activities. • Take initiatives and act responsibly in customer/client relations, and understand the meaning of customer/client relationships for the big picture. • Develop and renew activities of multidisciplinary teams. • Critically apply ethical principles in the subject field in complex and unanticipated situations.
GOOD grade 3 Students are able to:	• Apply professional concepts systematically. • Apply occupational safety instructions in their activities. • Justify, compare and analyse their activities using general guidelines. • Able to cope independently in different tasks in each operating environment. • Apply acquired techniques and models diversely. • Act professionally in customer/client situations. • Work in a group in line with objectives. • Justify their activities in accordance with ethical principles..	• Apply professional concepts expertly. • Take care of occupational safety for themselves and the work community, and perceive development objects. • Select methods of operation in accordance with research knowledge and guidelines. • Work systematically and critically in line with objectives in complex situations. Operations are often flexible, systematic, creative and active. • Select the appropriate techniques and models for activities, and justify the choices. • Prioritise and maintain customer/client relationships. • Promote group activities. • Critically apply ethical principles in the subject field in one's conduct and tasks.

SATISFACTORY, grade 1 Students are able to:	• Apply most important/individual and appropriate professional concepts, and indicate their familiarity with the knowledge base. • Act safely, although activities are often schematic/ experimental/ fumbling/ self-involved. • Comply with rules and instructions, and justify their activities using provided instructions. • Act appropriately under guidance. • Use acquired techniques and models.	• Apply professional concepts systematically. • Comply with occupational safety instructions responsibly and independently. • Justify and analyse their activities using general guidelines and in accordance with evidence-based information. • Act professionally and responsibly in unanticipated customer/client and problem situations.
--	--	---

	• Take customers/clients into account in their actions. • Act as group members. • Act in accordance with ethical principles.	• Work independently in different tasks in each operating environment. • Apply acquired techniques and models diversely. • Act in customer/client-oriented ways and according to the situation, and understand customer/client needs. • Work in a group in line with objectives. • Act and justify their activities in accordance with ethical principles.
--	--	--

The assessments draw on the students' self and peer assessments and the assessments of employer representatives. The students can also avail themselves of recognition of prior learning (RPL). Assessment helps the students to monitor the development of their competence and the achievement of their personal goals in relation to the competence requirements set for the degree.

INTERNATIONAL COMPARABILITY OF THE DEGREE

Competence is at the centre of all activities at Laurea, and we recognize competence in a comprehensive sense. General working life capabilities specified at the national level and defined in greater detail at Laurea have been taken into account in the degree contents.

The level of the degree corresponds with level 6 of the National Qualifications Framework (NQF) and level 6 of the European Qualifications Framework (EQF).

In the curriculum, the learning outcomes of a study unit are described for level 3, good skills, on the assessment scale (1-5).

CURRICULUM DEVELOPMENT

The curriculum is developed by using evaluation, monitoring and feedback data. Changes may occur in the study units and implementation modes of the modules. 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.

1. year

Y	CORE COMPETENCE	
T	COMPLEMENTARY COMPETENCE	35
R027	GUIDANCE AND EXPERTISE TRAINING	
01540	Tutoring	
F040	DIGITAL BUSINESS	
F7098	Project Management	
F7100	Startup Entrepreneurship and Innovations	
F7101	B2B Customer Relations & Sales Management	
F7102	Digital Service Development	5
F7103	Marketing Communication	
F7104	Marketing Management	5
F7105	B2C Consumer at Focus	5
F7107	Cross-Cultural Business	5
B064	BRAND MANAGEMENT	
F7096	Brands and Quality Management	
G108	LAUREA STARTUP	
G8319	Future StartUp	
G8320	Idea StartUp	
G8321	Business StartUp	
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
R023	OTHER COMPLEMENTARY COMPETENCES	
R0226	Participation in Voluntary Work	0
		35

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

F040 DIGITAL BUSINESS, 15 cr

Description:

The core of the module includes development of e-commerce as a part of digital marketing.

After completion of the module, the student is able to analyse e-commerce and digital marketing as a part of it. The student can evaluate the opportunities digital environment offers to a company. The concept of digital customer relationship marketing is applied in practice and customer relationship management (CRM) systems are utilized and information obtained on customership and business development. The module utilizes social media in customership and partnership development, and analyses and studies challenges and opportunities that e-commerce and social media create. Online and internet services are assessed as a distribution channel from customer perspective. The new service and business opportunities created by online environment are identified.

Possibility to obtain 15-30 credits in projects or on courses

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.

F7098 Project Management, 5 cr

The student is able to:

Student is able to

- understand project management dynamics
- utilize both waterfall and agile project management methods
- recognize PM issues and create practical solutions
- act as part of project teams in different roles
- work in virtual projects

F7100 Startup Entrepreneurship and Innovations, 10 cr

The student is able to:

The student is able to:

- understand the competence required for entrepreneurs
- use the consumer/user driven development methods
- use innovation process phases
- understand principles of Lean startup
- plan the activities for growth

F7101 B2B Customer Relations & Sales Management, 5 cr

The student is able to:

The student is able to:

- define customer lifecycle value
- create a customer strategy
- segment the customers
- create processes for managing customer relationships
- use the sales management tools and methods

F7102 Digital Service Development, 5 cr

The student is able to:

The student is able to:

- understand digital consumer
- plan content marketing & activities
- understand basics of digital service development process
- understand basics of online analytics

F7103 Marketing Communication, 5 cr

The student is able to:

The student is able to:

- utilize different methods of market research in analyzing business
- define the principles, benefits and challenges of integrated marketing communications
- command the tools for marketing communication and draft a plan for marketing communication to different target groups or events (e.g. fairs, campaigns etc.) taking into consideration the different channel opportunities
- analyze the importance of business image to the company and master the elements of building corporate and product brands

F7104 Marketing Management, 5 cr

The student is able to:

The student is able to:

- know elements of marketing management and create marketing strategy
- understand consumer behaviour in different environments
- utilize digital tools and social media in consumer interaction
- plan and manage marketing communication

F7105 B2C Consumer at Focus, 5 cr

The student is able to:

The student is able to:

- understand consumer behavior
- understand elements of consumer experience
- understand consumer journey & touchpoints
- understand the online consumer

F7107 Cross-Cultural Business, 5 cr

The student is able to:

The student is able to

- become aware of and understand how a country's culture will influence national and individual mode of thinking, behaving, and communicating in different environments including the business environment
- understand the term 'culture' and become aware of the different definitions and concepts behind the term
- understand and appreciate the underlying and defining reasons behind cultural differences
- become aware of the cultural differences in various parts of the world and understand how these distinctions and special characteristics influence each culture's national mode of thinking and influence the ways in which people interact and communicate individually and in the business world
- be provided a comprehensive and up-to-date overview of the cultures, customs, and economies of selected countries and regions in the world
- understand all of the above in relation to their own individual self.

B064 BRAND MANAGEMENT, 15 cr

Description:

The objective of the study module is for the student to be able to lead and represent an organization in marketing and marketing communications.

When the module has been completed, students are able to build a business product / service brand and make the most of the marketing management environment. She/he is able to study and monitor the company's operating environment, follow the brand's development and take appropriate action. She/he is able to compare their own and competing brands, their strengths and weaknesses and exploit them for marketing communications. She/he is able to draw up a marketing strategy, action plan and program, plan a budget and make a follow-up, as well as implementing the whole evaluation process. She/he has a clear vision, of the objectives and understanding of the opportunities and the role of the brand.

You can complete 15-30 credits 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:

Moduuli ei ole tarjonnassa.

F7096 Brands and Quality Management, 5 cr

The student is able to:

The student is able to:

- understand the importance of branding and brands to businesses
- understand the conditions of successful brand expansion
- identify the reasons why brands fail
- discuss brand values, mission, personality
- identify quality
- discuss the history and development of quality
- discuss the elements and attributes of the most prevalent quality tools

G108 LAUREA STARTUP, 15 cr

Description:

The objective of the module is that the student is able to evaluate and develop his/her entrepreneurial skills, is able to assess his/her business idea and draw up a business plan on the basis of his/her business idea. The goal is also that he is familiar with entrepreneurial social obligations and opportunities.

If a student is interested in starting his/her own business, the objective is that the student is able to do so in practice and knows how to prepare for early-stage entrepreneurial challenges. Student is able to analyze and to utilise financial and operational performance information in his/her business.

Students can complete 15–30 credits in the module with the aim of developing their entrepreneurial skills or their own company.

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:

Otaniemi and Leppävaara: Marjo Ruuti

Hyvinkää: Maija Huhta

Lohja: Riku Riski

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

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 applied 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.

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.