

LAUREA UNIVERSITY OF APPLIED SCIENCES

Complementary competence (bachelor's studies), Laurea Otaniemi, CCG17SY

1. year		
Y	CORE COMPETENCE	
T	COMPLEMENTARY COMPETENCE	45
R047	LAUREA STARTUP	
R0282	Idea StartUp	5
R0283	Business StartUp	5
R0284	Developing StartUp	5
R0285	Kickoff StartUp	10
R0362	Growth StartUp	5
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
		45

R047 LAUREA STARTUP, 15 cr

Description:

The aim of the module is that the student is able to evaluate and develop his or her own entrepreneurial qualifications and that s/he creates business ideas, models and plans. The aim is also that he is able to identify entrepreneurial obligations and opportunities in society.

The aim is that student is able to understand the requirements when applying funding from public and private sources and the need of agile development and s/he is able to apply lean start-up model in practice.

The goal is that the student establish and develops a startup company or develops an existing company further. When establishing the business s/he recognizes the challenges in the early stages of entrepreneurship and can make financial calculations and analyze financial and operational information. The student understands the challenges in growth and internationalization and can develop the operations accordingly.

The module consists of 15-30 credits to develop entrepreneurial competences or to develop own business. The module can be extended by integrating training, thesis, generation change, or internationalization courses in the studies.

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 ja Leppävaara: Marjo Ruuti
Hyvinkää: Maija Huhta
Lohja: Riku Riski

R0282 Idea StartUp, 5 cr

The student is able to:

The student is able to:

- develop networking skills and recognize the importance of the essential interest groups to the success of the enterprise
- develop, document, present and analyze business ideas
- build up the team around one's idea and act entrepreneurially as a team member
- utilize various ideation and business development methods
- recognize and analyze customer problems and needs, create value based on understanding of customer needs, validate and develop the business idea together with the customers

R0283 Business StartUp, 5 cr

The student is able to:

The student is able to

- create and develop business models and plans
- utilizes the necessary networks in developing process
- test and validate the business model and logics with real customers
- present and argument the business model and logics to various target groups
- create contacts and customer base for the startup

R0284 Developing StartUp, 5 cr

The student is able to:

The student is able to

- develops the business model further based on recognized needs and gaps

R0285 Kickoff StartUp, 10 cr

The student is able to:

The student is able to

- develop business in an agile way and applies lean start-up model in practice and validates the business model and the offering constantly in real market situation
- demonstrate the requirements when applying funding from public and private sources
- argue the importance of the team and different roles and competences of the team members from the perspective of growth oriented startup-company

R0362 Growth StartUp, 5 cr

The student is able to:

The student is able to

- grow his/her business understanding thoroughly frameworks and theory
- model organic growth and with acquisitions
- plan how his/her start-up can grow
- form frame and assumptions for the growth model

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.