Curriculum at Lahti University of Applied Sciences 2018-2019

Master of Culture and Arts, Digital Solutions

Code	Name	1 y	ECTS total
MIYDIG18-1000	CORE COMPETENCE		0
MIYDIG18-1006	S Joint core competence		10
LA00BO21	Future thinking in digitalisation	5	5
LA00BO22	Develpoment activities as a form of change in digitalisation	5	5
MIYDIG18-1007 Optional core competence			0
LA00BO59	Digital marketing	5	5
LA00BO64	Digitalising business processes	5	5
LA00BO61	Innovating digital solutions	5	5
LA00BO63	From data to information – more value for business	5	5
LA00BO50	Digitality and customers	5	5
LA00BO60	Online commerce	5	5
LA00BO58	Learning through games	5	5
MIYDIG18-1004 Thesis			30
LA00BF06	Thesis	30	30
MIYDIG18-1005 COMPLEMENTARY COMPETENCE			0

MIYDIG18-1000 CORE COMPETENCE: 50 ECTS

MIYDIG18-1006 Joint core competence: 10 ECTS

LA00BO21 Future thinking in digitalisation: 5 ECTS

Learning outcomes

The student is able to

- follow and predict development trends in their own sector
- critically analyse a professional's, orgainsation's or business' digital maturity
- plan and reform efficiently and effectively services, operations or products digitally

LA00BO22 Development activities as a form of change in digitalisation: 5 ECTS

Learning outcomes

The student is able to

- demonstrate knowhow in the different forms of development and research procedures in solving challenging problems based on the newest information and networks in the field

-manage strategically and evaluate development activities in changes

MIYDIG18-1007 Optional core competence: 10 ECTS

LA00BO59 Digital marketing: 5 ECTS

Learning outcomes

The student is able to

- plan an optimal mix of channels and tactics to support marketing objectives
- evaluate the efficiency of marketing communications in relation to given marketing objectives
- create a digital marketing plan that recognises the organisation's operational environment

LA00BO64 Digitalising business processes: 5 ECTS

Learning outcomes

The student is able to

- draw up a description of an organisation's business processes and evaluate these in relation to a business strategy
- evaluate the significance of digitalisation in improving and developing business and business processes
- create a digital strategy for an organisation and plan the required steps to implement the strategy

LA00BO61 Innovating digital solutions: 5 ECTS

Learning outcomes

The student is able to

- innovate a digital solution by applying user-driven methods
- model and evaluate a digital omnichannel solution as a service process
- evaluate the added value a digital solution creates for business and stakeholders

LA00BO63 From data to information – more value for business: 5 ECTS

Learning outcomes

The student is able to

- evaluate the possibilities of automating an organisation's information processes
- create a functioning and appropriate operational model for an organisation to gather information
- produce visualisations of the new value-creation opportunities based on the gathered information

LA00BO50 Digitality and customers: 5 ECTS

Learning outcomes

The student is able to

- focus on the key questions for businesses with customer orientated functions
- obtain and evaluate responses, points of view and solutions for building customer orientated businesses
- recognise and evaluate the opportunities for businesses provided by digitality, networks and

LA00BO60 Online commerce: 5 ECTS

Learning outcomes

The student is able to

- create an online commerce strategy for an organisation
- plan how to implement different business models in online stores by noting legislative issues
- develop a customer-orientated online store that meets business needs

LA00BO58 Learning through games: 5 ECTS

Learning outcomes

The student is able to

- -recognise similar activities in games as well as the opportunities through games in digitally operating environments
- -plan strategies and tactics which can be integrated into the game mechanics of digital services
- -use games' core concepts, planning models as well as applicable code examples

MIYDIG18-1004 Thesis: 30 ECTS

LA00BF06 Thesis: 30 ECTS

Learning outcomes

The student is able to

- generate new knowledge and renew ways of working combining competencies from various sectors
- manage research, development and innovation projects and apply research and development methods
- utilise the research data in operational management and development
- critically analyse, reflect on and combine different approaches to operational development

MIYDIG18-1005 COMPLEMENTARY COMPETENCE: 10 ECTS

Courses included in the study module

You can find Complementary competence courses from separate "Complementary competence courses taught in English, Master's Degree, 18S-" Curriculum.