

Curriculum at Lahti University of Applied Sciences
2018-2019

Master of Social and Health Care, Customer Relationship Management in Social and Health Care Services

Code	Name	1 y	2 y	ECTS total
STYSOT18-1000 CORE COMPETENCE				60
STYSOT18-1014 Customer relationship management				10
ST00BO12	Service management in social and health care services	5		5
ST00BO13	Customer relationship management in social and health care services	5		5
STYSOT18-1015 Service experience management				10
ST00BO14	Customer experience management in the social and health care services	5		5
ST00BO15	Service design in social and health care services	5		5
STYSOT18-1016 Process management				10
ST00BO17	Quality management in social and health care services		5	5
LA00BQ22	Social and health care finance		5	5
STYSOT18-1004 Thesis				30
LA00BF06	Thesis	20	10	30
STYSOT18-1009 COMPLEMENTARY COMPETENCE				0

STYSOT18-1000 CORE COMPETENCE: 60 ECTS

STYSOT18-1014 Customer relationship management: 10 ECTS

ST00BO12 Service management in social and health care services: 5 ECTS

Learning outcomes

The student is able to

- use customer relation management concepts in a logical manner
- conduct conversations using their service management knowhow regarding fundamental knowledge and the development of services
- plan, implement and evaluate an organisation's service offering and its quality of service with regard to the future as well as find ways to improve an organisation's competitiveness

ST00BO13 Customer relationship management in social and health care services: 5 ECTS

Learning outcomes

The student is able to

- master concepts and basic knowledge regarding customer relationship management
- use different sources of information regarding customer relationship management
- make use of customer understanding in developing and managing services
- lead collaboration within the service network

STYSOT18-1015 Service experience management: 10 ECTS**ST00BO14 Customer experience management in the social and health care services: 5 ECTS****Learning outcomes**

The student is able to

- understand the components that make up customer experience and theoretical framework of reference
- measure and analyse customer experience
- make use of customer experience knowledge in developing and managing services

ST00BO15 Service design in social and health care services: 5 ECTS**Learning outcomes**

The student is able to

- understand the service design process as part of an organisation's service management
- choose appropriate service design procedures and be able to apply these on a case-by-case basis in the development of different services
- lead service design processes

STYSOT18-1016 Process management: 10 ECTS**ST00BO17 Quality management in social and health care services: 5 ECTS****Learning outcomes**

The student is able to

- master key quality management concepts and basic knowledge
- apply quality management systems in their work
- take responsibility for quality development in their organisation
- develop and manage service processes effectively and efficiently

LA00BQ22 Social and health care finance: 5 ECTS**Learning outcomes**

The student is able to

- use logically the key concepts regarding and social and health care finance
- recognise the producers of social and health care services and their financial preconditions in the customer service network

- recognise the connection between financial and control systems for the development and management of services
- master the principles of financial planning and financial monitoring on an operational function level

STYSOT18-1004 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

STYSOT18-1009 COMPLEMENTARY COMPETENCE: 30 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.