

Master of Hospitality Management, Digital Solutions

Code	Name	1 y	2 y	ECTS total
LIYDIR19S-1000 CORE COMPETENCE				0
LIYDIR19S-1001 Yhteinen ydinosaaminen				20
LA00BO21	Future thinking in digitalisation	5		5
LA00BO22	Development activities as a form of change in digitalisation	5		5
LA00BO50	Digitality and customers	5		5
LA00BO64	Digitalising business processes	5		5
LIYDIR19S-1002 Optional core competence				0
LA00BO59	Digital marketing	5		5
LA00BO60	Online commerce		5	5
LA00BO61	Innovating digital solutions	5		5
LA00BO63	From data to information – more value for business		5	5
LIYDIR19S-1003 Thesis				30
LA00BF06	Thesis	20	10	30
LIYDIR19S-1004 COMPLEMENTARY COMPETENCE				0

LIYDIR19S-1000 CORE COMPETENCE: 60 ECTS

LIYDIR19S-1001 Yhteinen ydinosaaminen: 20 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, organisation'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

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 customers

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

LIYDIR19S-1002 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

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

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

LIYDIR19S-1003 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

LIYDIR19S-1004 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, 17S-" Curriculum.

In addition, you can choose Professional Core Competence courses of other Master's Degree Programmes as Complementary competence courses.