

Curriculum at Lahti University of Applied Sciences  
2019-2020

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

Code	Name	1 y	2 y	ECTS total
<b>STYSOT19S-1000 CORE COMPETENCE</b>				<b>60</b>
<b>STYSOT19S-1001 Customer relationship management</b>				<b>10</b>
ST00BO12	Service management in social and health care services	5		5
ST00BO13	Customer relationship management in social and health care services	5		5
<b>STYSOT19S-1002 Service experience management</b>				<b>10</b>
ST00BO14	Customer experience management in the social and health care services	5		5
ST00BO15	Service design in social and health care services	5		5
<b>STYSOT19S-1003 Process management</b>				<b>10</b>
ST00BO17	Quality management in social and health care services		5	5
LA00BQ22	Social and health care finance		5	5
<b>STYSOT19S-1004 Thesis</b>				<b>30</b>
LA00BF06	Thesis	20	10	30
<b>STYSOT19S-1005 COMPLEMENTARY COMPETENCE</b>				<b>0</b>

**STYSOT19S-1000 CORE COMPETENCE: 60 ECTS**

**STYSOT19S-1001 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

**STYSOT19S-1002 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

**STYSOT19S-1003 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

### **STYSOT19S-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

### **STYSOT19S-1005 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.