

**Curriculum at LAB University of Applied Sciences
2020-2021**

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

Code	Name	1 y	2 y	ECTS total
YSOT20SLTI-1003 Core competence				30
YSOT20SLTI-1011 Customer relationship management				10
ST00BO13	Customer relationship management in social and health care services	5		5
LA00BO43	Evaluation of Effectiveness and Operations	5		5
YSOT20SLTI-1012 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
YSOT20SLTI-1013 Process management				10
ST00BO17	Quality management in social and health care services		5	5
LA00BQ22	Social and Health Care Finance		5	5
YSOT20SLTI-1004 Complementary competence				30
LA00BQ04	Research-Based Development			0
LA00BO42	Talent Management			0
YH00CA69	Technology as a reformer for health and wellbeing			0
ST00BR56	Creative and Operational Procedures			0
LA00BO49	Lean-Thinking in Developing Operations			0
LA00BQ14	Process and Project Management			0
LA00BN40	Advanced Expert Studies			0
YSOT20SLTI-1005 Thesis				30
YO00BU70	Thesis Planning	10		10
YO00BU71	Thesis Project and Reporting		20	20

YSOT20SLTI-1003 Core competence: 30 ECTS

YSOT20SLTI-1011 Customer relationship management: 10 ECTS

**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

LA00BO43 Evaluation of Effectiveness and Operations: 5 ECTS

Learning outcomes

The student is able to

- use and apply various evaluation procedures in the development of customer-orientated services
- utilize performance evaluation information on operations as part of strategic implementation
- set objectives for and evaluate the effectiveness and effect of services from the customer and society perspective

YSOT20SLTI-1012 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

YSOT20SLTI-1013 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 of the social and health care economy
- recognise the producers of social and health care services and their financial preconditions in the customer service network
- recognise the connection of economy and its control systems with the development and management of services
- master the principles of financial planning and financial monitoring on an operational function level

YSOT20SLTI-1004 Complementary competence: 30 ECTS**LA00BQ04 Research-Based Development: 5 ECTS****Learning outcomes**

The student is able to

- plan a workplace-oriented research-based development project
- use different methods of workplace development and use/utilize the research data in workplace development
- evaluate and report on the research-based development project

LA00BO42 Talent Management: 5 ECTS**Learning outcomes**

The student is able to

- implement staff management based on a strategy and reach strategic objectives for the staff
- recognize, evaluate and develop talent on an individual and organisation level
- use knowledge and talent distribution models

YH00CA69 Technology as a reformer for health and wellbeing: 5 ECTS**Learning outcomes**

The student is able to

- recognize the possibilities of distance care technologies, robotization and automation in social and health care environment
- network across different sectors and collaboration partners in an entrepreneurial way
- lead and develop competencies of distance care technology in a social and health care sector

ST00BR56 Creative and Operational Procedures: 5 ECTS**Learning outcomes**

The student is able to

- apply creative theories in development work
- construct different production mechanisms for creative thinking
- select and apply different procedures of creative development to be used in practical development

work

- facilitate creative development work in groups

LA00BO49 Lean-Thinking in Developing Operations: 5 ECTS

Learning outcomes

The student is able to

- become familiar with continuous improvement principles
- become familiar with the key principles of quality and Lean management
- apply Lean's key tools in developing operations

LA00BQ14 Process and Project Management: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant concepts of process and project management
- analyze the state of process management in an organization and plan how to systematically develop those processes
- plan and evaluate a development project in an organisation

LA00BN40 Advanced Expert Studies: 5 ECTS

Learning outcomes

The student is able to

- follow trends in the relevant field of specialization
- critically evaluate the sources of information about the current issues in the given field of expertise
- utilize innovative approaches and current knowledge bases to develop and manage operations

YSOT20SLTI-1005 Thesis: 30 ECTS

YO00BU70 Thesis Planning: 10 ECTS

Learning outcomes

The student is able to

- describe the objectives and core contents of their thesis
- plan and describe the stages of the thesis process
- take into account the possible research permit and copyright issues.

YO00BU71 Thesis Project and Reporting: 20 ECTS

Learning outcomes

The student is able to

- implement the thesis on the basis of an approved thesis plan
- present the results or output of their thesis
- report on their thesis in writing in accordance with the thesis guidelines of LAB University of Applied Sciences

- as a maturity test, write a blog post, a press release or an article.