

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

**Master of Business Administration, Digital Solutions, Lahti**

Code	Name	1 y	2 y	ECTS total
<b>YDIGL20SLTI-1005 Core competence</b>				<b>30</b>
YY00BW95	Digital Solutions for the New Era	5		5
LA00BQ04	Research-Based Development	5		5
YY00BW97	Innovating digital mobile solutions	5		5
LA00BO50	Digitality and customers	5		5
LA00BO63	From data to information – more value for business	5		5
LA00BO64	Digitalising business processes	5		5
<b>YDIGL20SLTI-1006 Complementary competence</b>				<b>30</b>
LA00BO59	Digital marketing	5		5
LA00BO60	Online commerce	5		5
YY00BW98	Digital Transformation Management		5	5
LA00BO42	Talent Management			0
LA00BU69	Usability evaluation and UX development for mobile applications			0
LA00BO49	Lean-Thinking in Developing Operations			0
YM00BX84	Information design			0
<b>YDIGL20SLTI-1002 Thesis</b>				<b>30</b>
YO00BU70	Thesis Planning	10		10
YO00BU71	Thesis Project and Reporting		20	20

**YDIGL20SLTI-1005 Core competence: 30 ECTS**

**YY00BW95 Digital Solutions for the New Era: 5 ECTS**

**Learning outcomes**

The student is able to

- assess an individual's and organisation's digital maturity
- describe new development trends of digital solutions
- design a digital solution that supports an organisation's service, function, or product

**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

### **YY00BW97 Innovating digital mobile solutions: 5 ECTS**

#### **Learning outcomes**

The student is able to

- combine agility and design thinking in the development of a digital solution
- model and evaluate a digital omnichannel solution as a service process
- evaluate the added value a digital solution creates

### **LA00BO50 Digitality and customers: 5 ECTS**

#### **Learning outcomes**

The student is able to

- focus on the key questions for businesses with customer-centric / customer orientated approach
- obtain and evaluate responses, perspectives and solutions for building customer orientated / customer-centric approach businesses
- recognise and evaluate possibilities in business provided by digitality, networks and customers

### **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

### **LA00BO64 Digitalising business processes: 5 ECTS**

#### **Learning outcomes**

Students examine business processes within the organization as well as connections with external stakeholders. Students evaluate opportunities for operations brought by digitalization. They implement a plan for streamlining the selected part of the business, and they make a strategic plan for implementing change.

### **YDIGL20SLTI-1006 Complementary competence: 30 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

## **YY00BW98 Digital Transformation Management: 5 ECTS**

### **Learning outcomes**

The student is able to

- analyze the relationship between strategy and digital transformation
- assess the impact of digital solutions on business processes and human operations
- plan the realization, measurement, and management of digital transformation

## **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

## **LA00BU69 Usability evaluation and UX development for mobile applications: 5 ECTS**

### **Learning outcomes**

The student is able to

- design and implement simple user testing
- understand specific features of designing for touch screen devices
- use modern expert evaluation methods and reporting.

## **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

## **YM00BX84 Information design: 5 ECTS**

### **Learning outcomes**

The student is able to

- explain the significance of understanding information and manage methods of implementing it in a range of different knowledge use contexts
- make use of usability psychology and user testing in visual planning
- acquire, analyse and organise complicated data for visualization purposes
- plan understandable information design solutions using visual design methods

### **YDIGL20SLTI-1002 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.