

**Curriculum at LAB University of Applied Sciences  
2021-2022**

**Master of Business Administration, Digital Solutions in  
Business 21S, Lahti**

Code	Name	1 y	2 y	ECTS total
<b>YLDR21SLTI-1001 Core competence</b>				<b>30</b>
YY00BW95	Digital solutions for the new era	5		5
LA00BO50	Digitality and customers	5		5
LA00BQ04	Research-based development	5		5
YL00CF12	Lean Innovation of Digital Solutions	5		5
LA00BO63	From data to information – more value for business	5		5
LA00BO64	Digitalising business processes	5		5
<b>YLDR21SLTI-1002 Complementary competence</b>				<b>30</b>
LA00BO59	Digital marketing	5		5
YY00BW98	Digital Transformation Management		5	5
YL00CF13	Applying E-Commerce in Business	5		5
<b>YLDR21SLTI-1003 Thesis</b>				<b>30</b>
YO00BU70	Thesis planning	10		10
YO00BU71	Thesis project and reporting		20	20

**YLDR21SLTI-1001 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

**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

## **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
- use research data in workplace development

## **YL00CF12 Lean Innovation of Digital 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

## **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**

The student is able to

- outline a range of digital tools and channels suitable for a certain company's marketing
- take into account the constant change in digital marketing equipment
- outline marketing analysis tools suitable for a certain type of company

## **YLDR21SLTI-1002 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

## **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
- organize the realization, measurement, and management of digital transformation

### **YL00CF13 Applying E-Commerce in Business: 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

### **YLDR21SLTI-1003 Thesis: 30 ECTS**

### **YO00BU70 Thesis planning: 10 ECTS**

#### **Learning outcomes**

A 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**

A 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.