

**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 |
|---|--|-----|-----|---------------|
| YLDR21SLTI-1001 Core competence | | | | 30 |
| 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 |
| YLDR21SLTI-1002 Complementary competence | | | | 30 |
| LA00BO59 | Digital marketing | 5 | | 5 |
| YY00BW98 | Digital Transformation Management | | 5 | 5 |
| YL00CF13 | Applying E-Commerce in Business | 5 | | 5 |
| YLDR21SLTI-1003 Thesis | | | | 30 |
| 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.