

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

**Master of Business Administration, International Tourism and
Event Management 21S, online studies**

Code	Name	1 y	2 y	ECTS total
YITM21SVLTI-1005 Core competence				30
LI00BB65	Futures and strategies for international business	5		5
LI00BB68	Innovation and creativity for an international organization	5		5
YL00CK46	Experience management and business design for the future	5		5
YL00CI12	Digital Transformation Management	5		5
LI00CF55	Ethics, governance & responsible management	5		5
YL00CI15	Financial planning for the future	5		5
YITM21SVLTI-1009 Complementary competence				30
LI00BA78	Innovation management			0
LA00BQ05	Research-based development	5		5
YL00CI13	Human Resource and Knowledge Management			0
YL00CI14	Event Hub			0
LA00BQ12	Virtual teams		5	5
LA00BQ13	Virtual leadership		5	5
LI00BB69	Process and project management	5		5
YITM21SVLTI-1010 Thesis				30
YO00CF53	Thesis planning	10		10
YO00CF54	Thesis project and reporting	10	10	20

YITM21SVLTI-1005 Core competence: 30 ECTS

LI00BB65 Futures and strategies for international business: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant trends and issues to be considered in developing a future international business opportunity
- develop a strategic approach to developing the future international business opportunity. Concepts such as working in projects, co-creation, collaborative networks, design thinking, circular economies, blue ocean and creating new market spaces will be explored
- recommend solutions that could be implemented in actualizing the chosen strategy to create the international business opportunity

LI00BB68 Innovation and creativity for an international organization: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant concepts of innovation and innovation process
- drive the innovative processes and creatively overcome the impediments of innovation, in or between, organizations and the emerging business opportunity. Concepts like idea generation, creativity and innovation culture will be explored
- foster an innovation and creative culture, and rethink the value proposition for the customer in an emerging international business opportunity. Able to generate and evaluate new business models

YL00CK46 Experience management and business design for the future: 5 ECTS

Learning outcomes

The student is

- able to create added-value-driven business strategies in the experience and transformation economy.
- able to facilitate customer's experience in tourism and events as a brand enhancing competitive advantage.
- able to create hybrid product-service concepts in building personalized customer experiences and design value adding business models and processes that combine tourism and event possibilities.
- able to leverage future trends and insight on target groups as a source for new business development.

YL00CI12 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

LI00CF55 Ethics, governance & responsible management: 5 ECTS

Learning outcomes

The student will be able

- to assess a set of analytical tools and concepts to drive responsible decision-making, whilst highlighting the difference between compliance and ethically driven behavior.
- able gain an overview of tourism and event management in the private, public and social enterprise sectors and gain a theoretical and practical understanding of these.

YL00CI15 Financial planning for the future: 5 ECTS

Learning outcomes

The student is able

- to gain an in-depth understanding of financial management, budgeting and investments.
- to consider and evaluate macro economical situations and their impact on tourism and events.

- to apply scenario thinking / identify possibilities of alternative futures in tourism and event management / for pre-active / proactive business development and financial management.
- to identify new possibilities for profitability and disruptive business models in tourism and events.

YITM21SVLTI-1009 Complementary competence: 30 ECTS

LI00BA78 Innovation management: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant concepts of innovation and innovation process and drive the innovative processes and creatively overcome the impediments of innovation, in or between, organizations within the tourism and event management sector. Concepts like idea generation, creativity and innovation culture will be explored.
- to foster an innovation creative culture and rethink the value proposition.
- to generate and evaluate new business models as events.

LA00BQ05 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.

YL00CI13 Human Resource and Knowledge Management: 5 ECTS

Learning outcomes

The student is able to

- understand and evaluate human resource and knowledge management concepts as well as their use of these in scenario planning.
- to professionally apply HRM procedures in temporary and fixed organizations, lead and engage personnel and volunteers, plan and execute internal and stakeholder communication and apply knowledge management ideology and methods in tourism and event industry.

YL00CI14 : 5 ECTS

LA00BQ12 Virtual teams: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant trends and issues to be considered in distributed virtual organizations and virtual teams in international business context.
- develop a strategic approach to developing a virtual organization or virtual team in an international business context.
- recommend solutions that could be implemented in actualizing the chosen strategy to create the virtual organizations international business context and evaluating the associated risks.

LA00BQ13 Virtual leadership: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant trends and issues to be considered in leading virtual organizations in international business context.
- develop a strategic approach to developing a virtual organization in an international business context.
- recommend solutions that could be implemented in actualizing the chosen strategy to create the virtual organizations international business context and evaluation of the associated risks.

LI00BB69 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.

YITM21SVLTI-1010 Thesis: 30 ECTS

YO00CF53 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.

YO00CF54 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.