

**Curriculum at LAB University of Applied Sciences
2023-2024**

**Master of Business Administration, Customer Oriented
Business Development 23K, online studies**

| Code | Name | 1 y | 2 y | ECTS total |
|--|---|-----|-----|---------------|
| LLPRYASLI23KV-1001 Core competence | | | | 30 |
| YL00CN90 | Brand Management | 5 | | 5 |
| YL00CN91 | Communication Strategies | 5 | | 5 |
| YL00CN92 | Business Development in Value Networks | | 5 | 5 |
| YL00CN93 | Business Strategies | | 5 | 5 |
| YL00CN95 | Customer Experience Management | 5 | | 5 |
| YL00CN98 | Research in Development Process | 5 | | 5 |
| LLPRYASLI23KV-1002 Complementary competence | | | | 30 |
| YL00CN94 | Accounting Toolkit for Management | | 5 | 5 |
| YL00CN96 | Customer Analytics | 5 | | 5 |
| YL00CN97 | Sales and Creating Customer Relationships | 5 | | 5 |
| LLPRYASLI23KV-1003 Thesis | | | | 30 |
| YO00BU70 | Thesis Planning | 10 | | 10 |
| YO00BU71 | Thesis Project and Reporting | | 20 | 20 |

LLPRYASLI23KV-1001 Core competence: 30 ECTS

YL00CN90 Brand Management: 5 ECTS

Learning outcomes

Student

- is able to understand the value of a Brand
- is able to manage brand(s)
- is able to develop different brand strategies and hierarchies

YL00CN91 Communication Strategies: 5 ECTS

Learning outcomes

Student

- is able to understand the basics of modern multichannel communications
- is able manage communication strategies
- is able analyze and measure the effectiveness of communication actions

YL00CN92 Business Development in Value Networks: 5 ECTS**Learning outcomes**

Student

- is able to recognize the role of value networks in business
- is able to evaluate the current situation and future development in value networks
- is able to apply the collected data in strategic business development

YL00CN93 Business Strategies: 5 ECTS**Learning outcomes**

The student

- understands the concepts of strategic planning, management and strategic management as part of the activities of organizations
- is able to analyze the organization's own activities from a strategic point of view
- understands the effects of the operating environment and competitive factors on the organization's operations
- is able to build a strategic plan for the organization on the basis of the analysis and apply it in management work

YL00CN95 Customer Experience Management: 5 ECTS**Learning outcomes**

The student is able to

- define the terminology, uses and significance of the customer experience for businesses.
- build a holistic understanding of companies' customers and opportunities.
- define and describe company's customer path for different customer groups.
- form a measurable overall picture of the customer experience process.

YL00CN98 Research in Development Process: 5 ECTS**Learning outcomes**

Student

- is able to plan the process of development project for an organization/company
- is able to select the suitable approach for development project and apply the possible research- and development methods as well as data collection methods
- is able to analyze the collected data and document the process
- is able to use the results in organization development

LLPRYASLI23KV-1002 Complementary competence: 30 ECTS**YL00CN94 Accounting Toolkit for Management: 5 ECTS****Learning outcomes**

The student is able to

- assess the performance of a company with the help of various indicators and KPIs

- evaluate the impact of business decisions on the company's financials
- utilize accounting tools and techniques in strategy work

YL00CN96 Customer Analytics: 5 ECTS

Learning outcomes

The student

- is able to identify the most important internal and external sources of information for the customer experience.
- is able to combine customer information from internal and external data sources.
- is able to form business performance indicators and metrics from customer data

YL00CN97 Sales and Creating Customer Relationships: 5 ECTS

Learning outcomes

Student

- is able to understand customer buying behaviour and its possible changes
- is able to recognize the factors of successful selling in the sales process
- is able to understand the value of customer relationships in the business development

LLPRYASLI23KV-1003 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.