

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

**Bachelor of Tourism and Hospitality Management 23S, full-time studies, Lappeenranta**

Code	Name	1 y	2 y	3 y	4 y	ECTS total
<b>LLPRHOMA23S-1017 CORE COMPETENCE</b>						<b>135</b>
<b>LLPRHOMA23S-1001 Common Studies</b>						<b>15</b>
AY00CE71	Developing Professional Competences 1	3				3
AY00CE72	Developing Professional Competences 2		1			1
AY00CE73	Developing Professional Competences 3			1		1
A300CE13	Orientation to Sustainability Thinking	2				2
KE00CE74	Intercultural Awareness	3				3
KE00CE75	English for Professional Communication	5				5
<b>LLPRHOMA23S-1002 Professional Core Competence</b>						<b>75</b>
<b>LLPRHOMA23S-1003 Transferable Competences</b>						<b>35</b>
K200CE69	Finnish 1	3				3
K200CE70	Finnish 2	3				3
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
KS00BT59	Expert Communication Skills	4				4
AL00CE26	Anticipating Future Trends and Innovation Management		5			5
AL00CE27	Research and Development		5			5
AL00CE28	Project Management and Project work		5			5
AL00CE29	Digital Tools	5				5
AL00CE30	Presentation and Promotion Skills	5				5
AL00CE31	Business Mathematics	4				4
<b>LLPRHOMA23S-1004 Fundamentals of Multitasking in Hospitality and Tourism</b>						<b>39</b>
AL00CF16	Restaurant Functions	5				5
AL00CN02	Tourism in Global and Local Markets	5				5
AL00CE36	Financial Accounting		5			5
AL00CE37	Customer Relations and Marketing	5				5
AL00CE38	Management and Leadership		5			5
AL00CF17	Hotel Operations	5				5
AL00CE35	Profitability and Budgeting		5			5

AL00CE40	Entrepreneurship, Transforming Innovations into Sustainable Business		4			4
<b>LLPRHOMA23S-1015 Practical Training</b>						<b>30</b>
HA00CE59	Practical Training	4	4	2		10
HA00CE60	Practical Training 2		4	4	2	10
HA00CE61	Practical Training 3		4	4	2	10
<b>LLPRHOMA23S-1016 Thesis</b>						<b>15</b>
AO00CE62	Thesis planning			5		5
AO00CE63	Thesis Research and Writing			5		5
AO00CE64	Thesis Publication			2,5	2,5	5
<b>LLPRHOMA23S-1005 COMPLEMENTARY COMPETENCE</b>						<b>75</b>
<b>LLPRHOMA23S-1006 Hospitality Sales, Services and Management</b>						<b>0</b>
AL00CM70	Revenue Management					0
AL00CM71	Hospitality Management					0
AL00CM72	Restaurant sales and services					0
AL00CN05	International Restaurants and Cuisines					0
AL00CM73	Creative food and service experiences					0
AL00CN06	Beverages and Bar Work					0
AL00CN07	Beer and Wine Expertise					0
AL00CE35	Profitability and Budgeting					0
AL00CN20	Strategic Management and Hotel Simulation					0
<b>LLPRHOMA23S-1007 Tourism Development</b>						<b>0</b>
AL00CC66	Sustainability in Tourism and Leisure					0
AL00CC23	Experience Design					0
AL00CC24	Holistic Approach to Well-Being Tourism					0
AL00CN08	Events and Activities in Tourism					0
AL00CN09	Destination Development					0
AL00CN10	Visions of the Future and Global Travelling					0
<b>LLPRHOMA23S-1008 Management and Leadership</b>						<b>0</b>
AL00CJ27	Growth Entrepreneurship - Startup Kit					0
AL00CJ28	Business Competition, International Business Strategy					0
AL00CJ29	Leadership in Complex Environment					0
AL00CJ40	Value Networks					0
AL00CJ41	Strategic management and performance measurement					0
AL00CL48	Leading Individuals and Teams					0
AL00CL49	Human Resource Management					0
<b>LLPRHOMA23S-1009 Marketing</b>						<b>0</b>
AL00CJ35	Digital Marketing					0

AL00CJ36	E-Commerce							0
AL00CJ37	Growth Marketing							0
AL00CJ38	Content Creation							0
AL00CJ39	Customer Experience Development							0
AM00BW39	Sustainable Design							0
<b>LLPRHOMA23S-1010 International Business Operations</b>								<b>0</b>
AL00CJ44	International Economics							0
AL00CJ45	Internationalisation Process							0
AL00CJ46	International Marketing							0
<b>LLPRHOMA23S-1011 Business Development and Innovation</b>								<b>0</b>
AL00CI80	Service Design							0
AL00CI81	Innovation Methods and Processes in Practice							0
AL00CI82	Strategic Innovation Management							0
AL00CI83	Sustainable Innovation Ecosystems in Circular Economy							0
AY00CC38	Entrepreneurship Experience							0
<b>LLPRHOMA23S-1012 Other Studies in LAB (i.e. Language and communication)</b>								<b>0</b>
<b>LLPRHOMA23S-1013 Exchange Studies</b>								<b>0</b>
<b>LLPRHOMA23S-1014 Other University Level Studies</b>								<b>0</b>

## **LLPRHOMA23S-1017 CORE COMPETENCE: 135 ECTS**

### **LLPRHOMA23S-1001 Common Studies: 15 ECTS**

#### **AY00CE71 Developing Professional Competences 1: 3 ECTS**

##### **Learning outcomes**

The student is able to

- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their career path observing them
- act as a group member
- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills
- give feedback on tuition and services and thus participate in the development of education

#### **AY00CE72 Developing Professional Competences 2: 1 ECTS**

##### **Learning outcomes**

The student is able to

- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements

- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

### **AY00CE73 Developing Professional Competences 3: 1 ECTS**

#### **Learning outcomes**

The student is able to

- identify themselves as a learner and develop their own learning skills
- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competencies during job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

### **A300CE13 Orientation to Sustainability Thinking: 2 ECTS**

#### **Learning outcomes**

Identify and define central concepts and frameworks related to sustainability. Recognize the interconnectedness of economic, social and environmental sustainability issues. Understand and develop own individual role in driving sustainability.

#### **Evaluation criterias**

Level 1

Pass-Fail

### **KE00CE74 Intercultural Awareness: 3 ECTS**

#### **Learning outcomes**

Students are able to

- understand cultural similarities and differences
- work effectively with international partners
- analyze business and work life cultures including Finland using different cultural frameworks
- understand culture adaptation and adjustment.

### **KE00CE75 English for Professional Communication: 5 ECTS**

#### **Learning outcomes**

Proficiency level: B2

The student is able to

- identify the characteristics of academic texts and to apply academic conventions to their writing
- demonstrate critical thinking and find, evaluate and use information effectively
- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- function collaboratively in contemporary working environments in English.

### **LLPRHOMA23S-1002 Professional Core Competence: 75 ECTS**

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## **LLPRHOMA23S-1003 Transferable Competences: 35 ECTS**

### **K200CE69 Finnish 1: 3 ECTS**

#### **Learning outcomes**

The student is able to

- identify and use the course vocabulary and phrases for common everyday situations
- tell about oneself and understand basic questions
- read and write simple sentences related to the course topics.

Proficiency level: A1

### **K200CE70 Finnish 2: 3 ECTS**

#### **Learning outcomes**

The student is able to

- communicate in most common everyday situations
- understand slowly and clearly spoken Finnish when the topic and the vocabulary are familiar
- understand and write a simple message or text
- use the basic vocabulary and some grammatical structures of Finnish.

Proficiency level: A1

### **KR00BU42 Swedish for Work, Spoken: 1 ECTS**

#### **Learning outcomes**

The student is able to

- convey and validate arguments
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- present their field-specific operational environment
- communicate in various working life situations in Swedish.

The student completes the Public Administration Language Test in Swedish.

### **KR00BU43 Swedish for Work, Written: 1 ECTS**

#### **Learning outcomes**

The student is able to

- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- understand and produce various short texts related to studies and working life
- acquire information on their field in Swedish
- use online dictionaries.

The student completes the Public Administration Language Test in Swedish.

## **KS00BT59 Expert Communication Skills: 4 ECTS**

### **Learning outcomes**

Proficiency level: C2

The student masters Finnish language as a mother tongue in all professional spoken and written communication situations.

## **AL00CE26 Anticipating Future Trends and Innovation Management: 5 ECTS**

### **Learning outcomes**

Student is able to

- link foresight and innovation into the strategic management of an organization in a changing operating environment
- search, structure, create and utilize foresight information
- innovate and create new solutions with agile development methods

## **AL00CE27 Research and Development: 5 ECTS**

### **Learning outcomes**

The student is able to

- obtain, utilise and assess R&D-related information and their sources critically
- follow the rules of ethical principles applied in all research activities
- use the most typical research and development methods of their own field
- write a scientific report and is familiar with the requirements for language and style and how to document the sources

## **AL00CE28 Project Management and Project work: 5 ECTS**

### **Learning outcomes**

Student

- Is familiar with project based working
- Knows standard project practices and is able to work in a project organization
- Understands the prerequisites of successful project planning and implementation
- Get practical project working skills and knows project tools and techniques
- Is able to use the project management methodology in real life business projects and is able to develop a project plan, manage and execute the plan successfully.

## **AL00CE29 Digital Tools: 5 ECTS**

### **Learning outcomes**

The student is able to

- utilise essential office applications in their studies
- utilise cloud services as part of team work
- function in an online learning environment

## **AL00CE30 Presentation and Promotion Skills: 5 ECTS**

### **Learning outcomes**

Proficiency level: B2

A student is able to

- prepare materials for and deliver presentations confidently and effectively in front of an audience
- perform in other public speaking situations at work
- promote business and personal brands
- manage personal branding and networking through various media.

## **AL00CE31 Business Mathematics: 4 ECTS**

### **Learning outcomes**

Student is able to

- understand common mathematical methods used in real business life and when to use them.
- practice critical thinking and handles the problem solving skills.
- find and utilise up to date information.
- find confidence by gaining routine of calculation.

## **LLPRHOMA23S-1004 Fundamentals of Multitasking in Hospitality and Tourism: 39 ECTS**

## **AL00CF16 Restaurant Functions: 5 ECTS**

### **Learning outcomes**

Student knows different business ideas and types of restaurant.

Student understands customer service as one of the central values and success factors of the sector.

Student knows how to use the basic methods and equipments of making food and beverages.

Student can apply in practice the basics of service techniques and setting for meals.

## **AL00CN02 Tourism in Global and Local Markets: 5 ECTS**

### **Learning outcomes**

The student is able to

- recognize operational business environments on TGR, routes and TDR on a global scale
- identify earning logics of different operational business environments and explain fundamentals of a successful business
- define travellers' motives and profiles and special features of different tourism segments
- describe effects of tourism trends on supply, demand, and customer's preferences
- interpret the importance of locality and specialities of a destination in the global tourism markets
- summarize different forms of digitalization and describe their impact on tourism industry globally and locally

## **AL00CE36 Financial Accounting: 5 ECTS**

**Learning outcomes**

The student is able to

- record business transactions into bookkeeping in a small company and draw up its profit/loss account and balance sheet
- calculate the amount of VAT payables
- analyze company's profitability, solidity and liquidity through financial ratios

**AL00CE37 Customer Relations and Marketing: 5 ECTS****Learning outcomes**

The student is able to

- determine the key concepts of marketing and customer-oriented business
- identify the phases of a marketing and sales process
- recognise customer needs and understand their significance for the success of a company

**AL00CE38 Management and Leadership: 5 ECTS****Learning outcomes**

To learn and become acquainted with the managerial principles, models and tasks in an organisation as well as features of successful leadership.

**AL00CF17 Hotel Operations: 5 ECTS****Learning outcomes**

The student is able to

- describe the diversity of the hotel industry and the different earning logics in different types of hotels
- identify the customer's experience of different customer groups and its meaning in the cooperation between different operations and functions
- manage the functions of different hotel service processes and price hotel products and services taking into account the requirements and profitability aspects of different distribution channels
- utilize GDS and PMS software in the day-to-day operations of the hotel and plan a shift list according to working conditions

**AL00CE35 Profitability and Budgeting: 5 ECTS****Learning outcomes**

The student is able to

- produce cost-volume-profit analyses
- identify cost drivers and apply cost data in price setting
- draw up budgets and define the budgeting process

**AL00CE40 Entrepreneurship, Transforming Innovations into Sustainable Business: 4 ECTS****Learning outcomes**

Student is able to



- understand entrepreneurship through personal development
- find and utilize different customer oriented business opportunities
- evaluate profitability of business idea
- develop business models

### **LLPRHOMA23S-1015 Practical Training: 30 ECTS**

### **HA00CE59 Practical Training: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

### **HA00CE60 Practical Training 2: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

### **HA00CE61 Practical Training 3: 10 ECTS**

#### **Learning outcomes**

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence in the work done in practical training

### **LLPRHOMA23S-1016 Thesis: 15 ECTS**

### **AO00CE62 Thesis planning: 5 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.

**AO00CE63 Thesis Research and Writing: 5 ECTS****Learning outcomes**

The student is able to:

- implement the thesis on the basis of an approved thesis plan.

**AO00CE64 Thesis Publication: 5 ECTS****Learning outcomes**

The student is able to:

- 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
- write a maturity test.

**LLPRHOMA23S-1005 COMPLEMENTARY COMPETENCE: 75 ECTS****LLPRHOMA23S-1006 Hospitality Sales, Services and Management: 0 ECTS****AL00CM70 Revenue Management: 5 ECTS****Learning outcomes**

Students knows:

- key functions and models of yield management methods.
- the characteristics of modern revenue management and the importance of the organization of the work community.
- the most common revenue management tools.

**AL00CM71 Hospitality Management: 5 ECTS****Learning outcomes**

Students knows:

- key management & leadership models and methods used in hospitality industry
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- a summary of the social responsibilities and obligations in the hospitality industry

**AL00CM72 Restaurant sales and services: 5 ECTS****Learning outcomes**

Entrepreneurship in every day functions. Providing customer oriented profitable service. Boosting up the business.

### **AL00CN05 International Restaurants and Cuisines: 5 ECTS**

#### **Learning outcomes**

Student learns about food cultures from different parts of the world by combining theory and practical work in the kitchen and in the restaurant. Student learns to develop and organize menu and product planning based on international business ideas. Student learns the principals of designing food events for special- interest groups

### **AL00CM73 Creative food and service experiences: 5 ECTS**

#### **Learning outcomes**

Student is able to

- create food and service business concepts for the success of a profitable business
- design creative food products and services in a customer-oriented manner
- design safe creative food and service products and act in accordance with the principles of sustainable development

### **AL00CN06 Beverages and Bar Work: 5 ECTS**

#### **Learning outcomes**

Student knows:

- characteristics and origin of most commonly used alcoholic and non-alcoholic beverages
- tools, equipment and machinery needed in beverages' and bar service
- purchasing and storing of beverages and other raw materials needed in licenced restaurants
- serving of alcoholic and non-alcoholic beverages
- preparation and serving of different types of cocktails for different purposes
- pricing of beverages and cocktails
- how to plan beverages list and a cocktail list

### **AL00CN07 Beer and Wine Expertise: 3 ECTS**

#### **Learning outcomes**

Student knows:

- characteristics and origin of wine and beer
- different types of wine and beer
- tools, equipment and machinery needed in serving wine and beer
- purchasing and storing of wine and beer
- serving of wine and beer
- pricing of wine and beer
- how to plan wine and beer lists

### **AL00CE35 Profitability and Budgeting: 5 ECTS**

#### **Learning outcomes**

The student is able to

- produce cost-volume-profit analyses
- identify cost drivers and apply cost data in price setting
- draw up budgets and define the budgeting process

## **AL00CN20 Strategic Management and Hotel Simulation: 5 ECTS**

### **Learning outcomes**

The student is able to

- understands the key concepts of strategic management and importance in the successful operation of a company or organization.
- form the basis of the strategy - the values, mission and vision of the organization and understand the strategic goals in a competitive environment.
- outline the cause-and-effect relationship of business decisions to the company's performance through business simulation.
- participate in the development of the organization's strategy process.

## **LLPRHOMA23S-1007 Tourism Development: 0 ECTS**

## **AL00CC66 Sustainability in Tourism and Leisure: 5 ECTS**

### **Learning outcomes**

- apply possibilities of circular economy in development of sustainable tourism, leisure, restaurant, accommodation and event business
- identify new business opportunities
- explain the value of research, development and innovation projects in enhancement of tourism and leisure

## **AL00CC23 Experience Design: 5 ECTS**

### **Learning outcomes**

The student is able to

- design, orchestrate and manage customer's experiences
- create meanings and meaningful contents and solutions in tourism and leisure
- apply design and user-centrism in development of tourism, hospitality and leisure services and business

## **AL00CC24 Holistic Approach to Well-Being Tourism: 5 ECTS**

### **Learning outcomes**

The student is able to

- illustrate well-being in a holistic way
- demonstrate the synergy between well-being and tourism and hospitality business
- measure and evaluate the impact of health and well-being

## **AL00CN08 Events and Activities in Tourism: 5 ECTS**

**Learning outcomes**

The student is able to:

- figure out the importance of events in the field of tourism
- understand stages of event planning and could utilize when planning events
- make plans for customer oriented events which integrates local resources to the demand of events
- discover the range of activities which have impact on travel motivations and travel experiences
- analyze local resource suitable for planning and producing activities in tourism
- describe the key operators on activity tourism business, demand of services, segments and consumers

**AL00CN09 Destination Development: 3 ECTS****Learning outcomes**

The student is able to:

- understand what is tourism destination and what could make them successful
- analyze key issues of destination eg. destination attractions and elements, stakeholders and operators (public and commercial), coordination and management of the destination
- find out current documents from destination's development plans, point out planned actions and make conclusion from the intended actions

**AL00CN10 Visions of the Future and Global Travelling: 3 ECTS****Learning outcomes**

To gain ability to follow changes and trends and collect current information on tourism industry.

**LLPRHOMA23S-1008 Management and Leadership: 0 ECTS****AL00CJ27 Growth Entrepreneurship - Startup Kit: 5 ECTS****Learning outcomes**

The student is able to

- turn a business idea into a startup and growth company.
- utilize teamwork, networks and business services.
- actively operate in the startup ecosystem of his/her geographical and business area.

**AL00CJ28 Business Competition, International Business Strategy: 5 ECTS****Learning outcomes**

The student is able to

- read cases, solve cases and present solutions
- apply critical thinking skills to complex business problems
- develop skills to identify and evaluate key issues, generate and evaluate possible solutions to the problems, recommend solutions and communicate these in an effective manner

**AL00CJ29 Leadership in Complex Environment: 5 ECTS**

**Learning outcomes**

The student is able to

- critically examine complex leadership comprehensively
- set relevant questions regarding complex leadership and ponder alternative answers to them
- apply complex leadership thinking in one's own actions, in work community and in organization

**AL00CJ40 Value Networks: 5 ECTS****Learning outcomes**

Student is able to

- recognize the aspect of business development and value creation within networks and clusters
- understand the importance of networking in business development
- describe theoretical and case-related perspectives of networking

**AL00CJ41 Strategic management and performance measurement: 5 ECTS****Learning outcomes**

The student is able to

- form the basis of the strategy - the values, mission and vision of the organization and understand the strategic objectives.
- apply and evaluate key performance indicators (KPIs) for strategy implementation.
- use balanced scorecard (BSC) approach to measure and improve performance.
- participate in the development of the organization's strategy process.

**AL00CL48 Leading Individuals and Teams: 5 ECTS****Learning outcomes**

Student is able to

- get practice in leading a team
- find and solve problems related to leadership in a team.
- evaluate how leadership affects the performance and well-being of an individual and a team.
- build well-working diverse team
- analyze the challenges of future trends to leadership

**AL00CL49 Human Resource Management: 5 ECTS****Learning outcomes**

The student is able to:

- understand the HR professionals job fields and strategic importance of human resource management in an organization
- set relevant questions related to Human Resource Management and find answers to them
- apply the basic processes of human resource management

**LLPRHOMA23S-1009 Marketing: 0 ECTS****AL00CJ35 Digital Marketing: 5 ECTS**

**Learning outcomes**

The student is able to

- explain the role of the digital marketing strategies of successful businesses
- recognise the features of different channels/platforms related to a company's objectives
- apply social media as strategic and tactical tool for various marketing purposes
- appreciate the juridical aspects of digital marketing

**AL00CJ36 E-Commerce: 5 ECTS****Learning outcomes**

The student is able to:

- evaluate various business models' appropriateness for the internet
- create an online trading strategy for a company from the beginning
- recognize the resources required for online trading
- design a user-friendly digital experience

**AL00CJ37 Growth Marketing: 5 ECTS****Learning outcomes**

The student is able to:

- Explain growth hacking's principles and uses in achieving marketing management growth
- Knows the basis of entrepreneurial marketing and can make use of innovative procedures in a fast changing digital operating environment taking into account scarce resources
- Is able to apply targeted growth hacking techniques in fast trials
- Is able to make use of marketing analysis and marketing technologies in building customer experience
- Is able to plan, optimize and develop companies' analytical processes to improve profitability

**AL00CJ38 Content Creation: 5 ECTS****Learning outcomes**

The student is able to:

- understand the possibilities of communication as a method of influencing
- make good use of communication in accordance with an organisation's goals
- plan and produce tailored content for target groups
- use tools related to content creation

**AL00CJ39 Customer Experience Development: 5 ECTS****Learning outcomes**

The student is able to

- describe the customer experience framework
- search for reliable information about established procedures and tools, which can be used for customer experience management and development
- select appropriate procedures for the description and development of customer experience

**AM00BW39 Sustainable Design: 5 ECTS****Learning outcomes**

The student is able to

- describe the principles and opportunities of environmental and ethical thinking in design
- design products with consideration of life cycles, materials, manufacturing methods, legislation and eco-efficient technologies and practices
- choose eco-efficient product development strategies as part of the design process

**LLPRHOMA23S-1010 International Business Operations: 0 ECTS****AL00CJ44 International Economics: 5 ECTS****Learning outcomes**

The student is able to

- analyse different aspects of free trade and protectionism
- explain the different tools of protectionism
- recognise the different levels of economic integration
- describe the basic mechanism of foreign exchange market
- explain the problems of developing countries in the world market

**AL00CJ45 Internationalisation Process: 5 ECTS****Learning outcomes**

The student is able to

- acquire an understanding of how to evaluate a firm's readiness to internationalise and create international competitiveness
- acquire an understanding of market selection process and entry mode options
- develop skills to use decision-oriented framework when evaluating and choosing between different strategic options

**AL00CJ46 International Marketing: 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.
- recommended solutions that could be implemented in actualising the chosen strategy to create the international business opportunity.

**LLPRHOMA23S-1011 Business Development and Innovation: 0 ECTS**



## **AL00CI80 Service Design: 5 ECTS**

### **Learning outcomes**

Students learn the principles of Service Design and productization. Students learn to use different kinds of service design tools within real life business case development project. In addition students learn how work effectively in multi-professional groups.

## **AL00CI81 Innovation Methods and Processes in Practice: 5 ECTS**

### **Learning outcomes**

Student is able to

- recognize the stages of innovation process
- observe and recognize development needs of organizations or processes
- apply multiple innovation process methods and innovation tools in real business cases
- experience step-by-step innovation process and experiment innovation methods as well as working in development team in practise

## **AL00CI82 Strategic Innovation Management: 5 ECTS**

### **Learning outcomes**

Student is able to

- know how to link future foresight to company's strategic management
- encourage creativity and innovation capability and capacity on all levels of organization
- recognizes strategic aspects to innovation and value creation

## **AL00CI83 Sustainable Innovation Ecosystems in Circular Economy: 5 ECTS**

### **Learning outcomes**

Student is able to

- recognize and explain the concept of circular economy ecosystem
- describe and define a particular ecosystem
- understand and analyse the innovation potential in a real case ecosystem
- create an argumented solution to the case topic
- work in a multidisciplinary case context

## **AY00CC38 Entrepreneurship Experience: 10 ECTS**

### **Learning outcomes**

The student appreciates his/her competence and recognizes and uses entrepreneurship competences. He/she gains experience of utilizing the communication and organization skills required in team and project work and learns to improve them. The student may test a business idea in practice.

The learning objectives (emphasized by the student's goals, interests and contemporary project opportunities)

- Innovation skills and planning (ideation, teamwork, business model)
- Team and project working skills (communication, organization, planning, implementation, control)
- Designing the company (networking, idea validation, action plan)

- Running the company for real and collecting feedback (facing the client, evaluation of the idea)
- Future plans and evaluation (developing the idea, collaboration, planning future steps)

**LLPRHOMA23S-1012 Other Studies in LAB (i.e. Language and communication): 0 ECTS**

**LLPRHOMA23S-1013 Exchange Studies: 0 ECTS**

**LLPRHOMA23S-1014 Other University Level Studies: 0 ECTS**