

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

**Master of Business Administration, Business Innovation
Culture and Creativity 23S, online studies**

Code	Name	1 y	2 y	3 y	ECTS total
LLTIYBICC23SV-1001 Core competence					30
YL00CV02	Futures and strategies – business renewal to enhance competitive advantages	5			5
YL00CV03	Innovation and creativity – understand your business & build resilience	5			5
YL00CV05	Business design	5			5
YL00CI12	Digital Transformation Management	5			5
LI00CF55	Ethics, governance & responsible management	5			5
YL00CV04	Business analytics for innovation driven decision making	5			5
LLTIYBICC23SV-1002 Complementary competence					30
YL00CV06	INNOHUB	2,5	2,5		5
YL00CV07	Process and project management				0
YL00CV08	Research based development	5			5
LLTIYBICC23SV-1003 Thesis					30
YO00CF53	Thesis Planning	10			10
YO00CF54	Thesis Project and Reporting	10	10		20

LLTIYBICC23SV-1001 Core competence: 30 ECTS

YL00CV02 Futures and strategies – business renewal to enhance competitive advantages: 5 ECTS

Learning outcomes

The student is able to

- explain the relevant trends and issues to be considered in enhancing competitive advantages
- develop a strategic approach to developing the future business opportunity. Concepts co-creation, collaborative networks, design thinking, competitive advantages and creating new market spaces will be explored
- recommend solutions that could be implemented in actualizing the chosen strategy to create business opportunities

YL00CV03 Innovation and creativity – understand your business & build resilience: 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, innovation culture and resilience will be explored
- foster an innovation and creative culture, and rethink the value proposition for the customer.
- generate and evaluate new business models and foster business resilience

YL00CV05 Business design: 5 ECTS**Learning outcomes**

The student is

- able to create added-value-driven business strategies
- able to facilitate customer's experience 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.
- 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
- plan 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.

YL00CV04 Business analytics for innovation driven decision making: 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.
- to apply scenario thinking / identify possibilities of alternative futures / for pre-active / proactive business development, decision making and resilience.
- to identify new possibilities for profitability and disruptive business models.

LLTIYBICC23SV-1002 Complementary competence: 30 ECTS

YL00CV06 INNOHUB: 5 ECTS

Learning outcomes

The student is able to

- understand the process of experiential learning (the course is based on implementing projects in practical working life).
- participate in different roles in innovation-driven research and development projects, in different business and non-business contexts in different market areas.
- plan, organize and manage resources to achieve the project's goals.
- evaluate the success criteria and evaluate the internal and external risks related to the project.
- develop competences in solving and understanding the innovation requirements and challenges of businesses and non-businesses in different market contexts.

YL00CV07 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 organization.

YL00CV08 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.

LLTIYBICC23SV-1003 Thesis: 30 ECTS

YO00CF53 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.

YO00CF54 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.