31.01.2024

Curriculum at LAB University of Applied Sciences 2024-2025

Bachelor of Hospitality Management, Tourism and Event Management 24S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LLTIMATLI24S-1001	**CORE COMPETENCE**					**140**
LLTIMATLI24S-1002	**Common Studies**					**15**
AY00BU33	Developing professional competence 1	1				1
AY00BU34	Developing professional competence 2		1			1
AY00BU35	Developing professional competence 3			1		1
A300CE13	Orientation to Sustainability Thinking		2			2
KE00BT61	English for Work	4				4
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
KS00BT59	Expert Communication Skills	4				4
LLTIMATLI24S-1003	**Professional Core Competence**					**80**
AL00CD71	Research and Development			5		5
AL00CD66	Business Mathematics	4				4
AL00CD75	Digital Tools	5				5
AL00CD60	Professional Branding	3				3
AL00CT70	Management and Leadership	5				5
AL00CB07	Hospitality English		5			5
AL00CB08	Creating a Service Experience	10				10
AL00CB09	Producing Service Experience	10				10
AL00CD64	Financial Accounting	5				5
AL00CN46	Tourism and hospitality service development project		9			9
AL00CD67	Profitability and Budgeting		5			5
AL00CD69	Entrepreneurship, Transforming Innovations into Sustainable Business		4			4
AL00CD68	Anticipating Future Trends and Innovation Process		5			5
AY00CT09	Effective marketing 1	2				2
AY00CT10	Effective marketing 2	3				3
LLTIMATLI24S-1004	**Thesis**					**15**
AO00BU39	Thesis Planning			5		5
AO00BU40	Thesis Project			5		5

Code	Name					ECTS
AO00BU41	Thesis Report			2,5	2,5	5
LLTIMATLI24S-1005	**Practical Training**					**30**
HA00BU36	Practical Training 1	2	4	4		10
HA00BU37	Practical Training 2		4	4	2	10
HA00BU38	Practical Training 3		4	4	2	10
LLTIMATLI24S-1006	**COMPLEMENTARY COMPETENCE**					**70**
AL00CC01	Experiences and Events					0
AL00CC02	Destination Development + project					0
AL00CC03	Destination and Facts of Finland					0
AL00CC04	Special Interest Tourism-opportunities for thematic tourism					0
AL00CC05	Culinary Tourism - Food as part of a travel experience					0
AL00CC06	Tourism in the Neighbouring Regions					0
AL00CC07	Event Tourism					0
AL00CC08	Digitalisation in the travel and event business					0
LLTIMATLI24S-1007	**Leisure & Regional Development**					**15**
AL00CC66	Sustainability in Tourism and Leisure					0
AL00CC23	Experience Design					0
AL00CC24	Holistic Approach to Well-Being Tourism					0
LLTIMATLI24S-1008	**Events**					**15**
AL00CS90	Creating Events					0
AL00CS91	Event Manager					0
AL00CS92	Event projects					0
LLTIMATLI24S-1009	**Individual courses, which are not included in any of the modules**					**10**
AL00CC11	Expert in the Insurance Sector					0
AL00CC36	Advanced Excel and office tools					0
LLTIMATLI24S-1010	**Digital marketing and customer experience**					**70**
AL00CI72	Customer Experience development					0
AL00CI73	Customer relationship management and marketing automation					0
AL00CI74	Effective influencing in professional B2B-customer encounters					0
AL00CI71	Growth Hacking					0
AL00CI70	e-commerce					0
AL00CI69	Digital marketing planning and management					0
AL00CI64	Brand Building					0
AL00CI68	Content Creation					0
AL00CI67	Integrated Marketing Communication					0
AL00CI66	Marketing Law					0
AL00CI65	Marketing Psychology					0
AL00CI75	Sustainability Marketing					0
LLTIMATLI24S-1011	**Management, HR and Entrepreneurship**					**65**

AL00CI98	Manager's Toolkit					0
AL00CJ02	Workplace Skills					0
AL00CJ01	Human Resource Management					0
AL00CJ03	Diversity as an organisational Asset					0
AL00CJ06	Leadership in Complex Environment					0
AL00CJ00	Leadership Trends					0
AL00CI97	Healthy and Responsible Organsation					0
AL00CJ04	Strategic Management					0
AL00CI99	Lahti Venture Program					0
AL00CL91	Utilizing Strategic Thinking in Global Business Simulation					0
AY00CC38	Entrepreneurship Experience					0
AL00CJ27	Growth Entrepreneurship - Startup Kit					0
LLTIMATLI24S-1012	**Other studies in LAB (i.e. Language and communication)**					**0**
AY00CC41	QuantiLAB					0
AY00CC40	QualiLAB					0
LA00BR31	Working in a Project - DuuniExpo					0
AY00CA99	Working in a Project					0
AY00CC65	Leadership training in Military Service					0
AY00CG55	Developing Your Learning Skills					0
AY00CC26	LAB@key					0
LLTIMATLI24S-1013	**Other University Level Studies**					**0**
LLTIMATLI24S-1014	**Exchange studies**					**0**

LLTIMATLI24S-1001 CORE COMPETENCE: 140 ECTS

LLTIMATLI24S-1002 Common Studies: 15 ECTS

AY00BU33 Developing professional competence 1: 1 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

AY00BU34 Developing professional competence 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

AY00BU35 Developing professional competence 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

KE00BT61 English for Work: 4 ECTS

Learning outcomes
Proficiency level: B2

The student is able to
- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- find, evaluate and use information effectively
- function collaboratively in international working environments.

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.

LLTIMATLI24S-1003 Professional Core Competence: 80 ECTS

AL00CD71 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

AL00CD66 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.

AL00CD75 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

AL00CD60 Professional Branding: 3 ECTS

Learning outcomes
The student is able to
- understand the phenomenon of personal branding.
- use different kinds of tools in personal branding
- build a personal brand.
- apply social media in building a personal brand.

AL00CT70 Management and Leadership: 5 ECTS

Learning outcomes
Students knows:
- key management & leadership models and methods.
- the characteristics of modern management & leadership and the importance of the organization of the work community.
- the diverse field of responsibilities of managers and their own role in it.
- basics of labor law

AL00CB07 Hospitality English: 5 ECTS

Learning outcomes
Students are able to
- communicate in a professional manner both orally and in writing in careers in the travel, tourism and hospitality industries
- use and apply industry-specific English vocabulary in a variety of customer service situations
- understand how cultural differences affect global communication and customer service

AL00CB08 Creating a Service Experience: 10 ECTS

Learning outcomes
The student is able to
-form an overview of the tourism and hospitality industry as a whole
-describe the role and importance of different operations and contents of the field in the customer's experience
-illustrate and model a customer's experience
-evaluate and develop one's own service skills and competences in appropriate, field-specific tasks
-operate productively in creation of the customer's experience, as a part of a customer-oriented service entity and its different phases
-explain the key field-specific and work-related laws and regulations and the significance of safety in the industry

AL00CB09 Producing Service Experience: 10 ECTS

Learning outcomes
The student is able to
-specify the business and service concept and its key characteristics and operating principles
-form a holistic overview of the operational environment of the tourism and hospitality industry
-act as a sales-oriented and responsible customer service person in operative work and service roles

typical of tourism business, and observe required safety and quality standards
-illustrate the key operations in the tourism, accommodation and restaurant and hospitality and event business
-identify and point out topical issues and development challenges and trends in the field and discuss the economic impact of the industry regionally, nationally and internationally
- model tourism and hospitality business and services from a customer's perspective
-evaluate one's own learning, strengths and development needs

AL00CD64 Financial Accounting: 5 ECTS

Learning outcomes
The student is able to
- take care of the accounting of a small company and draw up the financial statements
- understand the principles of VAT
- recognise how product costs are formed and apply this knowledge in the analysis of company profitability

AL00CN46 Tourism and hospitality service development project: 9 ECTS

Learning outcomes
The student is able to
- develop user-centric, value-added tourism and hospitality services
- design, conceptualize, productize and implement a service in practice
- evaluate and develop customer's experience
- take into account the challenges and possibilities of the operational environment in tourism and hospitality specific service development
- work in a development team

AL00CD67 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

AL00CD69 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

AL00CD68 Anticipating Future Trends and Innovation Process: 5 ECTS

Learning outcomes

The student is able to
- anticipate the changes in their own operational environment
- utilise the futures research materials produced by national and international societies in their own field of studies
- use the terminology and methods of futures research in the research and development of their own field

AY00CT09 Effective marketing 1: 2 ECTS

Learning outcomes
The student is able to
- understand the importance of marketing in a company's business
- identify customer-oriented business.
- determine the key concepts of marketing and customer-oriented business

AY00CT10 Effective marketing 2: 3 ECTS

Learning outcomes
The student is able to
- identify the phases of a marketing and sales process
- understand the importance of brand building and its role in business
- become aware of the segmentation process and its benefits
- understand the key concepts of digital marketing
- recognize customer needs and understand their significance for the success of a company

LLTIMATLI24S-1004 Thesis: 15 ECTS

AO00BU39 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.

AO00BU40 Thesis Project: 5 ECTS

Learning outcomes
The student is able to:
- implement the thesis on the basis of an approved thesis plan.

AO00BU41 Thesis Report: 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.

LLTIMATLI24S-1005 Practical Training: 30 ECTS

HA00BU36 Practical Training 1: 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 int the work done in practical training

HA00BU37 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 int the work done in practical training

HA00BU38 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 int the work done in practical training

LLTIMATLI24S-1006 COMPLEMENTARY COMPETENCE: 70 ECTS

AL00CC01 Experiences and Events: 3 ECTS

Learning outcomes
The student is able to

- Outlines the importance of the experience in the customer experience. Also the student can outline different variations of events as part of the
leisure and work-related service provision
- Describe the elements of the experience for the customers as well as describe different events and their characteristics

- Combines elements of the experience with the content and provision of various accommodation, catering and tourism services
- Evaluate one's own skills in producing experiences and events
- Plan services and events that provide experiences for the customers
- Act responsibly and actively in events and with production crew
- To develop their expertise and know-how in various areas in event production

AL00CC02 Destination Development + project: 5 ECTS

Learning outcomes
Aim for the course is to give overview from the tourism destinations and what could make them succesful. Students will be given knowledge from the key issues of destination eg. destination attractions and elements, stakeholders and operators (public and commercial) development and management issues

AL00CC03 Destination and Facts of Finland: 4 ECTS

Learning outcomes
Student knows Finland´s tourism regions and most important attractions on tourism. Student is familiar with the countries and regions of incoming tourists, profiles of the tourists and is capable of planning a customer-oriented round trip. Student is able to provide facts and statistics about Finland and knows how to describe special features of Finland's tourism and culture to foreigners.

AL00CC04 Special Interest Tourism-opportunities for thematic tourism: 3 ECTS

Learning outcomes
Student is able to
- Perceive different themes and forms of tourism
- Describe customers´ motives and their consistence to the contents of the SIT-tourism
- Integrate tourism trends to the forms and contents of the SIT-tourism
- Evaluate personal skills as a producer on different kinds of SIT-tourism forms
- Plan contents for the clients on different themes of SIT-tourism
- Benefit local resources through responsibility and participate on producing different forms of SIT-tourism forms
- Improve personal skills and competences in the field of SIT-tourism

AL00CC05 Culinary Tourism - Food as part of a travel experience: 3 ECTS

Learning outcomes
Student is able to
• understand the importance of meal experience as a part customer and travel content
• describe local, regional and national resources, ethnic and thematic gastronomic meal experiences
• combine senses, locality and services on service experience of travelers
• evaluate personal competences on producing different meal experiences
• plan thematic meal experiences for tourists
• benefit local resources on meals planning
develop personal skills on thematic meal experiences through knowledge of customer trends

AL00CC06 Tourism in the Neighbouring Regions: 3 ECTS

Learning outcomes
Student is able to
- recognize tourism demand of Finland´s neighbouring regions and the supply of services on tourism and hospitality
- understand the importance and commercial potential of tourism between neighbouring countries around Finland
- learn what are the special characteristics when travelling to Russia and St Petersburg
- familiarize with the tourism destination St Petersburg and the hospitality services the city offers
- make oneself familiar with the Russian culture and habits

AL00CC07 Event Tourism: 3 ECTS

Learning outcomes
To know which meaning events have in the field of tourism. Student will understand impacts of event and how to plan event and what are the stakeholders needed to organisine an event.

AL00CC08 Digitalisation in the travel and event business: 5 ECTS

Learning outcomes
A student can
- use possibilities of digitalisation in leadership, management and implementation
- apply principles of digitalisation and knowledge management
- recognise the possibilities and opportunities in digital processes
- recognise the role of information as a part of the operations and success in an organization

LLTIMATLI24S-1007 Leisure & Regional Development: 15 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

LLTIMATLI24S-1008 Events: 15 ECTS

AL00CS90 Creating Events: 5 ECTS

Learning outcomes
In the World of Events course, you will learn about the planning and implementation of events in a variety of ways:
-get to know the basics of event production with cultural events, fairs and live events.
-gain a basic understanding of the permitting process, event preparation, event execution and event implementation.
-deepen your understanding and knowledge of how to produce events in real events.

Competency objectives:
- student is able to plan and conceptualise an event
-student is able to conceptualise and design an event,
-student is able to productise and implement an event in practice
-student is able to produce and implement the event product and service,
-student is able to take into account the risks and opportunities of the environment in which the event takes place
-work in an event team

The course consists of a knowledge-based part in class and a part related to event management. The theoretical part will cover the processes of event authorisation, different forms of events, experiential aspects, and the different stages of planning and implementation. During the course, the student will be exposed to event production. Events can be cultural, sports, trade fairs or corporate events.

In addition to this course, students must choose the option Event Projects 5 credits.

AL00CS91 Event Manager: 5 ECTS

Learning outcomes
During the course, you will plan, implement and evaluate an event or one of its components. In the operational part, you will work as the person in charge of an event or of one of its components.

In the Event Manager module you will learn about:
- Planning, implementing and evaluating an event from the point of view of the event organizer

Learning objectives:
- be able to plan and conceptualize an event
- to design and implement an event
-be able to identify the risks and opportunities of the environment in which the event takes place
-be able to manage an event team

AL00CS92 Event projects: 5 ECTS

Learning outcomes
Event projects

LLTIMATLI24S-1009 Individual courses, which are not included in any of the modules: 10 ECTS

AL00CC11 Expert in the Insurance Sector: 5 ECTS

Learning outcomes
The student is able to
- define the factors affecting the insurance business
- choose the insurance portfolio based on a customer's needs
- act in different kinds of customer encounters

AL00CC36 Advanced Excel and office tools: 5 ECTS

Learning outcomes
The student is able to
- utilize Excel and office applications in a versatile and efficient way for practical work tasks and problem solving
- develop functional tools for everyday routines and analyze the efficiency and maintainability of different solutions
- make integrated use of Excel and office applications for reporting and visual presentations

LLTIMATLI24S-1010 Digital marketing and customer experience: 70 ECTS

AL00CI72 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

AL00CI73 Customer relationship management and marketing automation: 10 ECTS

Learning outcomes
The student is able to:
- explain the customer orientated approach and related ideas and concepts as a key factor in company success
- select and apply customer relationship management and marketing automation related procedures and tools
- select and make use of suitable IT solutions for customer care and development

AL00CI74 Effective influencing in professional B2B-customer encounters: 5 ECTS

Learning outcomes
The student is able to:
- describe and justify why solution selling is changing to challenger sales
- explain the basis for productive influencing on customer meetings
- adapt own approach to match with customers' buying processes

AL00CI71 Growth Hacking: 10 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

AL00CI70 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

AL00CI69 Digital marketing planning and management: 10 ECTS

Learning outcomes
The student is able to:
- define the basic concepts of digital marketing
- analyse companies' digital operating environment and create a target group orientated digital marketing plan
- explain the impact of a digital marketing strategy on companies' success
- apply social media as a strategic and tactical tool for various marketing purposes
- measure and analyse digital marketing

AL00CI64 Brand Building: 5 ECTS

Learning outcomes
The student is able to:
- understand the importance of a brand to a company's competitiveness and profitability
- describe the various stages of building a brand
- interpret various components as part of a successful brand
- do a starting-point analysis as part of brand building process

- create a plan for building a brand

AL00CI68 Content Creation: 10 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

AL00CI67 Integrated Marketing Communication: 5 ECTS

Learning outcomes
The student is able to:
- define the main forms, terms and goals of marketing communication
- explain how marketing communication can be used to influence target groups
- describe the role of marketing communication in creating value for brands as well as in creating and maintaining customer relationships
- create an integrated marketing communication plan to achieve targets
- compare the main means of traditional and digital advertising and understand the main terms related to them
- define the possibilities of automation, artificial intelligence and analytics in marketing communication

AL00CI66 Marketing Law: 5 ECTS

Learning outcomes
The student is able to:
- understand the general regulations, consumer protection rules regarding marketing as well as national regulations regarding competition between businesses and marketing law
- is able to recognize and describe the legal risks regarding marketing and take them into account in advance
- understand the key terminology and rules for contracts
- draft a B2B or standard term contract
- evaluate IPR's significance in the business world from a marketing and competition law perspective
- make use of IPR and avoid infringing the IPR of others (in particular digital IPR)

AL00CI65 Marketing Psychology: 5 ECTS

Learning outcomes
The student is able to:
• describe why marketing influences us and the basis of this influence
• name and choose appropriate influencing methods for different situations
• justify professionally to different stakeholders, how they should carry out their marketing

AL00CI75 Sustainability Marketing: 5 ECTS

Learning outcomes
The student is able to:

- see sustainability as a competitive advantage in business
- meet customer requirements related to sustainability
- make relevant suggestions how to develop sustainability and sustainability marketing in companies

LLTIMATLI24S-1011 Management, HR and Entrepreneurship: 65 ECTS

AL00CI98 Manager's Toolkit: 5 ECTS

Learning outcomes
The student is able to
- select and exploit a variety of managerial tools in order to support the development of the team, as well as their own work
- reflect upon their own well-being and boost it
- assess and develop their communication and interpersonal skills.

AL00CJ02 Workplace Skills: 5 ECTS

Learning outcomes
The student is able to
- assess their own role as well as the role and responsibilities of the personnel in the work community
- work in teams with different people
- develop the work community as well as assess and develop their own workplace skills.

AL00CJ01 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

AL00CJ03 Diversity as an organisational Asset: 5 ECTS

Learning outcomes
The student is able to
- look at diversity and equality from the perspective of management, operations planning and workplace practices
- obtain information about the organisation to determine its diversity and the need thereof, as well as generally take advantage of diversity as an organisational resource
- apply different concepts and practices related to the management of diversity in human resource management in an international context.

AL00CJ06 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

AL00CJ00 Leadership Trends: 5 ECTS

Learning outcomes
The student is able to
- critically examine trends in a variety of leadership and management theories
- develop their own leadership thinking
- apply management and leadership in different situations

AL00CI97 Healthy and Responsible Organsation: 5 ECTS

Learning outcomes
The student is able to
- look at overall well-being as part of responsible business from the perspective of a company, work community and individuals
- apply the principles of ethical and responsible management in one's own operations, the workplace and the organisation
- ask relevant questions and acquire answers relative to ethical and responsible operation and management.

AL00CJ04 Strategic Management: 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 goals.
- analyze the company's internal efficiency and competitive environment and outline the entire strategy process.
- utilize the tools of strategy implementation and ensuring the implementation of the strategy.
- draw up an annual plan for the company on the basis of analyzes, taking into account the financial aspects.

AL00CI99 Lahti Venture Program: 5 ECTS

Learning outcomes
Student is able to
- seek and develop solutions for business challenges in different fields
- apply his or her knowledge in different aspects of business life
- network with company representatives and other business experts
- work in multidisciplinary and multicultural teams

AL00CL91 Utilizing Strategic Thinking in Global Business Simulation: 5 ECTS

Learning outcomes
Students are able to:
- understand how strategic business decisions affect the success of a company operating in a global

marketplace
- operate in a highly competitive market and interpret the cause-and-effect relationships of business
- utilize the company's financial and other reports in its business decisions
- work in a virtual team as part of the company's management team
- analyze the company's external operating environment and internal efficiency
- formulate a coherent strategy and implement it through operational decisions

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)

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.

LLTIMATLI24S-1012 Other studies in LAB (i.e. Language and communication): 0 ECTS

AY00CC41 QuantiLAB: 3 ECTS

Learning outcomes
Student is able to
- acquire, utilise and evaluate information related to her/his thesis
- follow ethical principles related to research integrity
- use quantitative research methods in her/his thesis
- report about research findings in her/his thesis according to academic reporting principles

AY00CC40 QualiLAB: 3 ECTS

Learning outcomes
Student is able to
- acquire, utilise and evaluate information related to her/his thesis
- follow ethical principles related to research integrity
- use qualitative research methods in her/his thesis

- report about research findings in her/his thesis according to academic reporting principles

LA00BR31 Working in a Project - DuuniExpo: 5 ECTS

Learning outcomes
For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:
The student is able to:
- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- discribe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:
The student is able to:
- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities
- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CA99 Working in a Project: 5 ECTS

Learning outcomes
For 1.-2. year students learning outcomes for early study phase are applied, and for 3.-4. year students learning outcomes for the graduation phase.

Early-skill stage/learning outcomes:
The student is able to:
- use the concepts related to the project topic and theme and shows familiar with the paternity-related project data base
- discribe the rationale, needs and criteria for project activities
- work in projects in accordance with the administration
- apply professional methods and working practices related to the project topic
- operate safely, ethically and customer-oriented project
- action required by the project in interactive situations
- operate safely, ethically and customer-oriented project

Graduation competence/learning outcomes:
The student is able to:
- use the concepts related to the project in a coherent and justify their actions on the basis of the knowledge base
- find starting points, needs and criteria for project activities

- to act purposefully, to assess the activity and make suggestions for improvement
- applied to the project a variety of different techniques, methods and ways of working
- operate safely, ethically and customer-oriented
- to act responsibly and in a target group and as otherwise required by the project in interactive situations

AY00CC65 Leadership training in Military Service: 5 ECTS

Learning outcomes
Leadership skills in military service.

AY00CG55 Developing Your Learning Skills: 3 ECTS

Learning outcomes
Student knows
-his/her metaskills related to learning
-his/her strengths and weaknesses
-how to find tools to improve his/her learning skills

AY00CC26 LAB@key: 1 ECTS

Learning outcomes
Student is able to
- use diverce digital tools and learning environments
- evaluate own professional development

LLTIMATLI24S-1013 Other University Level Studies: 0 ECTS

LLTIMATLI24S-1014 Exchange studies: 0 ECTS