Curriculum at LAB University of Applied Sciences 2025-2026

Master of Business Administration, Customer Oriented Business Development 25K, online studies

Code	Name	1 y	2 y	ECTS total
LLPRYASLI25KV-1001	**Core competence**			**35**
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
YL00DD39	Customer Journey Experience		5	5
LLPRYASLI25KV-1002	**Complementary competence**			**25**
YL00CN96	Customer Analytics	5		5
YL00CN97	Sales and Creating Customer Relationships	5		5
LLPRYASLI25KV-1003	**Thesis**			**30**
YO00BU70	Thesis Planning	10		10
YO00BU71	Thesis Project and Reporting		20	20

LLPRYASLI25KV-1001 Core competence: 35 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
- evaluate the current situation and future development in value networks
- 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

YL00DD39 Customer Journey Experience: 5 ECTS

Learning outcomes
Student is able to
- describe the framework of customer experience
- identify and analyse the tools in developing customer journey
- apply the knowledge to the customer-oriented business

LLPRYASLI25KV-1002 Complementary competence: 25 ECTS

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

LLPRYASLI25KV-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.