15.08.2024

Curriculum at LAB University of Applied Sciences
2025-2026

Master of Business Administration, Commercialization - From ideas to euros 25K, online studies

Code	Name	1 y	2 y	ECTS total
LLPRYKAUP25KV-1001 Core competence				**40**
YL00DD62	Competitive and operational environments as sources of commercialization	5		5
YL00DD63	Consumer trends and market research	5		5
YL00DD64	Sustainable development Innovations	5		5
YL00DD65	Artificial intelligence and analytics in commercialization	5		5
YL00DD66	Customer journey experience		5	5
YL00DD67	Commercialization in practice: product development and piloting		5	5
YL00CN92	Business Development in Value Networks	5		5
YL00CN98	Research in Development Process	5		5
LLPRYKAUP25KV-1002 Complementary competence				**20**
LLPRYKAUP25KV-1003 Thesis				**30**
YO00BU70	Thesis Planning	10		10
YO00BU71	Thesis Project and Reporting		20	20

LLPRYKAUP25KV-1001 Core competence: 40 ECTS

YL00DD62 Competitive and operational environments as sources of commercialization: 5 ECTS

Learning outcomes
Student is able to
- analyze competitive environments and identify commercialization opportunities
- map operational environments and recognize market trends and customer needs
- develop strategic business opportunities based on competitive and operational environment analyse

YL00DD63 Consumer trends and market research: 5 ECTS

Learning outcomes
Student is able to
- analyze and interpret consumer behavior and its trends in different market situations
- master the key methods of market research and apply them in practice

- utilize insights from consumer behavior

YL00DD64 Sustainable development Innovations: 5 ECTS

Learning outcomes
Student is able to
- integrate sustainable development perspectives into the development of new products and services
- analyze markets and identify potential commercialization opportunities for sustainable development products and services
- apply principles of sustainable development across various industries and business models

YL00DD65 Artificial intelligence and analytics in commercialization: 5 ECTS

Learning outcomes
Student is able to
- identify the opportunities offered by artificial intelligence in commercialization
- apply analytics in the development of commercialization strategies
- evaluate and develop AI-based solutions for commercialization purposes

YL00DD66 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

YL00DD67 Commercialization in practice: product development and piloting: 5 ECTS

Learning outcomes
Student is able to
- plan and manage the product development process from idea to finished product or service
- develop effective piloting strategies for launching a new product or service into the market
- utilize market research to support product development and piloting and evaluate the suitability and success potential of the product in the market

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

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

LLPRYKAUP25KV-1002 Complementary competence: 20 ECTS

LLPRYKAUP25KV-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.