

20.03.2016

**Curriculum at Lahti University of Applied Sciences
2017-2018**

Bachelor's Degree Programme in Business Studies 17 Service Management

Code	Name	1 y	2 y	3 y	4 y	ECTS total
LIPAL17-1000 CORE COMPETENCE						150
LIPAL17-1001 Operational environment of services						15
LI00AX44	Operational environment	3				3
LI00AX50	Information Literacy	1				1
LI00AX45	Alcohol licensing	0,5				0,5
LI00AX46	Hygiene Expertise	0,5				0,5
LI00AX49	Professional Communication (Finnish)	3				3
LI00AX47	ICT skills	2				2
LI00AX31	English Language and Communication	3				3
LI00AX48	Service English	2				2
LIPAL17-1002 Service expertise						15
04POSA1	Services	5				5
04POSA2	Consumer behaviour	5				5
04POSA3	Customer service	5				5
LIPAL17-1003 Business environment						15
04PLTY1	Basics of business economics	5				5
04PLTY2	The business organisation and everyday management	5				5
04PLTY3	Sales and marketing	5				5
LIPAL17-1004 Entrepreneurship in the service sector						15
04PYRI1	Entrepreneurship competence	5				5
04PYRI2	Profitable business	5				5
04PYRI3	Business law	5				5
LIPAL17-1005 Service innovation and development						15
04AKEH1	Innovative service development		5			5
04AKEH2	Customer experience and profitability management		5			5
LI00AX42	Projekt i Norden		2			2
LI00AX32	Swedish: Written Communication		1,5			1,5
LI00AX33	Swedish: Oral Communication		1,5			1,5
LIPAL17-1006 Responsible service networks						15
04AVAS1	Multidisciplinary networks		5			5
04AVAS2	Service quality and development		5			5

04AVAS3	Responsible service operation		5		5
LIPAL17-1007 Future scenarios for services					15
04ATUL1	Foresight, research and methodology competence		5		5
04ATUL2	Futures management		5		5
04ATUL3	Current topics in the service sector		5		5
LIPAL17-1008 PRACTICAL TRAINING					30
LIPAL17-1009 THESIS					15
LIPAL17-1010 COMPLEMENTARY COMPETENCE					60
LIPAL17-1011 Multicultural Competence					15
04TCUL1	Global Service Networks		5		5
04TCUL2	Multicultural Communities		5		5
04TCUL3	Business Communication		5		5
LIPAL17-1012 Service business management					15
04TJOH1	HR management		5		5
LI00AZ36	Strategic management		5		5
04TJOH3	Accounting as a business development tool		5		5
LIPAL17-1013 Module					15
LIPAL17-1014 ELECTIVE STUDIES					15

LIPAL17-1000 CORE COMPETENCE: 150 ECTS

LIPAL17-1001 Operational environment of services: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- plan their studies and careers
- examine the world of work from the point of view of life-long learning
- use IT in their work
- identify information needs, source and critically evaluate information
- communicate in Finnish (orally and in writing)
- communicate in English (orally and in writing)
- work in the service sector in accordance with the principles of sustainable development

Courses included in the study module

- Operational environment 3 ECTS credits
- Information Literacy 1 ECTS credits
- Alcohol licensing 0.5 ECTS credits
- Hygiene expertise 0.5 ECTS credits
- Professional Communication (Finnish) 3 ECTS credits
- ICT skills 2 ECTS credits
- English language and communication 3 ECTS credits
- Service English 2 ECTS credits

More information

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LI00AX44 Operational environment: 3 ECTS

Learning outcomes

- plan their studies and careers and adopt a motivated approach to life-long learning
- apply the principles of sustainable development in the service sector
- monitor the operational environment as a factor of work performance.

LI00AX50 Information Literacy: 1 ECTS

Learning outcomes

Student is able to

- determine the extent of information needed and understand the importance of information seeking as part of his/her studies
- evaluate information and its sources critically
- use information ethically and legally
- access the needed information effectively and efficiently
- use different information sources and services effectively

LI00AX45 Alcohol licensing: 0.5 ECTS

Learning outcomes

Students will be able to

- describe the purpose of alcohol licensing legislation
- take into account the main regulations concerning the sale of alcohol in their work
- adopt a responsible approach to alcohol sales
- successfully complete the statutory exam of Valvira (National Supervisory Authority for Welfare and Health) on alcohol licensing

The programme includes the theory component required of managers of licensed premises. The qualification also requires a work placement period.

LI00AX46 Hygiene Expertise: 0.5 ECTS

Learning outcomes

Students will be able to

- explain the purpose of requirements on hygiene expertise in restaurant operation
- take into account different requirements on hygiene level in different areas of a restaurant
- produce, evaluate and plan cleaning services
- complete the statutory hygiene competence exam of the Finnish Food Safety Authority

LI00AX49 Professional Communication (Finnish): 3 ECTS

Learning outcomes

The student

- can assess and interpret the meaning in different kinds of messages and develop their own communication skills
- can apply their oral and written communication skills appropriately and in dialogue context in work-

life customer contacts

- can apply their group work skills in meeting and negotiation situations
- can plan and produce grammatically correct customer texts and scientific articles

LI00AX47 ICT skills: 2 ECTS

Learning outcomes

Professional use of common office applications (Word, Excel), presentation graphics (PowerPoint, Prezi).

LI00AX31 English Language and Communication: 3 ECTS

Learning outcomes

The student

- understands the basics of business including the terminology and concepts
- can manage in written and oral communication situations needed in professional studies and at work
- masters the main grammatical structures in the context of everyday business functions

The course is on level B2 of the Common European Framework of Reference

LI00AX48 Service English: 2 ECTS

Learning outcomes

After completing the study unit the student will be able to

- communicate in English about orally
- communicate in English in writing
- have the necessary skills to communicate in various working life related situations
- compile job application documents in English and write a summary of extensive texts

LIPAL17-1002 Service expertise: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- identify different types of service concepts
- appraise services
- explain what is meant by consumer behaviour and behaviour change
- identify different customer types
- apply and develop their customer service skills
- proactively respond to customer needs
- deal with different customer service situations

Courses included in the study module

Services 5 ECTS credits

Consumer behaviour 5 ECTS credits

Customer services 5 ECTS credits

04POSA1 Services: 5 ECTS

Learning outcomes

On successful completion of this course, students will be able to

- propose solutions to customers in customer service situations
- identify different types of service concepts
- appraise services

04POSA2 Consumer behaviour: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- identify different customer types
- apply a customer-oriented approach
- observe the service market

04POSA3 Customer service: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- deal with different customer service situations
- develop as customer service operatives
- source customer information

LIPAL17-1003 Business environment: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- identify the role of financial management as part of business operation
- describe different areas and tasks of accounting and the meaning of productivity thinking
- describe basic marketing concepts and marketing tasks
- identify the relationships of different organisational functions and the role of people's competencies in an organisation
- describe what is meant by sales work and internal and external communications
- steer the customer and the sales process towards the purchase decision stage

Courses included in the study module

Basics of business economics 5 ECTS credits

The business organisation and everyday management 5 ECTS credits

Sales and marketing 5 ECTS credits

04PLTY1 Basics of business economics: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- define financial (external) accounting and management (internal) accounting
- describe the impacts of value-added taxation in business operation
- describe the purpose of accounting

- analyse financial statements
- describe cost and income sources
- demonstrate understanding of the basics of profitability thinking
- calculate profit margins and understand key indicators
- identify factors affecting profitability
- demonstrate a good command of financial mathematics and economics

04PLTY2 The business organisation and everyday management: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- describe different areas of managerial practice
- define the methods of management communications and their roles
- describe and identify the values, culture and management ethics of an organisation
- describe the operations and structures of an organisation

04PLTY3 Sales and marketing: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- define basic marketing concepts
- apply them to identify functions and tasks within businesses and other organisations
- describe the basics of sales work and internal and external communications
- steer the customer's decision-making process in a sales situation
- analyse the market environment

LIPAL17-1004 Entrepreneurship in the service sector: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- describe the characteristics, challenges and opportunities of service entrepreneurship
- describe what is meant by profitable service business and describe the basic requirements of service business
- monitor developments, challenges and opportunities in technological advancements from the service sector's point of view
- perform tasks responsibly and creatively
- comply with applicable laws in business activity

Courses included in the study module

Entrepreneurship competence 5 ECTS credits

Profitable business 5 ECTS credits

Business law 5 ECTS credits

04PYRI1 Entrepreneurship competence: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- understand the role of entrepreneurs, including service entrepreneurs, in Finland

- evaluate their personal qualities as business owners
- identify business opportunities for service entrepreneurs
- formulate a business idea
- identify different actors and functions related to starting up a business
- identify and explain the challenges and opportunities of self-employment in the service sector

04PYRI2 Profitable business: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- understand the basics of profitability in service business
- comply with applicable finance laws in business activity
- price services/products
- perform profitability calculations
- identify different types of income sources

04PYRI3 Business law: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- describe what is meant by legal risk management and describe its role in successful business operation
- apply legal risk management methods in business planning
- take legal risk into account when planning new business relationships
- draw up and adhere to business agreements with due consideration of legal risk

LIPAL17-1005 Service innovation and development: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- describe the starting points, processes and tools of innovative service development
- use different types of channels and methods and take into account different target groups in sales and marketing
- develop and manage the customer experience
- maintain a profitable approach to service development
- communicate in Swedish (orally and in writing) at a basic level in service business situations

Courses included in the study module

Innovative service development 5 ECTS credits

Customer experience and profitability management 5 ECTS credits

Projekt i Norden 2 ECTS credits

Swedish Language Written Skills 1,5 ECTS credits

Swedish Language Oral Skills 1,5 ECTS credits

04AKEH1 Innovative service development: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- describe the starting points, processes and tools of innovative service development
- evaluate and develop the customer experience

04AKEH2 Customer experience and profitability management: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- use different types of channels and methods and take into account different target groups in sales and marketing
- manage the customer experience
- maintain a profitable approach to service development

LI00AX42 Projekt i Norden: 2 ECTS

Learning outcomes

Students will be able to

- carry out basic written and oral transactions related to the field in Swedish
- explain the importance of successful customer communications
- communicate with customers
- source Swedish-language comparison data
- compare external marketing communications- evaluate marketing solutions

LI00AX32 Swedish: Written Communication: 1.5 ECTS

Learning outcomes

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

LI00AX33 Swedish: Oral Communication: 1.5 ECTS

Learning outcomes

Students will be able to

- express and explain their views and ideas
- use basic field-specific vocabulary
- give basic information about their education, work experience and work duties, for example in a job interview situation
- write a job application
- source Swedish-language industry information from the internet and other resources- use online dictionaries

LIPAL17-1006 Responsible service networks: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- plan and organise group and network activities
- perform in problem-solving and conflict situations in group/network-based activities
- work in projects and manage them
- evaluate and develop the quality of services in networks
- apply research data in development work
- evaluate and develop the responsibility of operations

Courses included in the study module

Multidisciplinary networks 5 ECTS credits

Service quality and development 5 ECTS credits

Responsible service operation 5 ECTS credits (responsible business)

04AVAS1 Multidisciplinary networks: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- plan and organise network activities
- perform in problem-solving and conflict situations in network-based activities
- describe the benefits and risks of network-based collaboration
- model business networks
- identify sources of value in network-based activity

04AVAS2 Service quality and development: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- plan and organise group-based activities
- perform in problem-solving and conflict situations in group-based activities
- work in projects and manage them
- evaluate and develop the quality of services
- apply research data in development work

04AVAS3 Responsible service operation: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- evaluate and develop the responsibility of operations

LIPAL17-1007 Future scenarios for services: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- utilise foresight, research and development activities
- read, interpret and apply research data in operational evaluation and development
- anticipate changes in the business environment

- apply foresight methods in research and development
- apply participatory methods in research and development
- develop their written and oral communication skills

Courses included in the study module

Foresight, research and methodology competence, 5 ECTS credits

Futures management 5 ECTS credits

Current topics in the service sector 5 ECTS credits

04ATUL1 Foresight, research and methodology competence: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- read, interpret and apply research data in operational evaluation and development
- apply qualitative and quantitative research methods in research and development
- apply participatory methods in research and development
- develop their written and oral communication skills

04ATUL2 Futures management: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- apply the concepts and principles of futures studies
- describe tools and methods of futures studies
- anticipate changes in the business environment
- apply foresight methods in research and development

04ATUL3 Current topics in the service sector: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- source research and development data relevant to their fields
- apply research and development data in their personal practice
- anticipate changes in the business environment

LIPAL17-1008 PRACTICAL TRAINING: 30 ECTS

Learning outcomes of the study module

On successful completion of the work placement period, students will be able to

- demonstrate broadened professional skills and knowledge in line with their personal goals
- work in basic/managerial/developer/expert roles in their chosen fields
- examine and form a holistic understanding of the competencies required in the field and role
- build contacts with the business community and market their personal competencies

LIPAL17-1009 THESIS: 15 ECTS

Learning outcomes of the study module

On successful completion of the thesis, students will be able to

- identify, define and conceptualise real-world phenomena and formulate them into research and development subjects
- perform research, development and planning tasks specific to the field
- demonstrate advanced problem-solving, organisation and analytical skills and the ability to work with an interactive, long-term systematic approach
- innovatively apply theoretical knowledge to workplace problems and phenomena and conceptualise them
- critically appraise and develop their personal practice
- report on their work both orally and in writing

LIPAL17-1010 COMPLEMENTARY COMPETENCE: 60 ECTS

LIPAL17-1011 Multicultural Competence: 15 ECTS

Learning outcomes of the study module

After completing the study module, the student

- is able to work and communicate in multicultural teams and manage them
- is able to provide customer service in English
- is able to develop knowledge of foreign customers' consumer behavior

Courses included in the study module

- Global Service Networks 5 ECTS
- Multicultural Communities 5 ECTS
- Business Communication 5 ECTS

04TCUL1 Global Service Networks: 5 ECTS

Learning outcomes

After completing the study unit, the student

- is able to evaluate the value of international business networks
- is able to provide customer service in English
- knows networking models in the service sector
- has good knowledge of multicultural networks and their structures

04TCUL2 Multicultural Communities: 5 ECTS

Learning outcomes

After completing the study unit, the student

- is expected to know how to work in multicultural teams
- knows how to manage multicultural teams
- is aware of cultural stereotypes and cultural areas
- is aware of how culture affects personal and customer understanding and expectations, and the effects of cultural characteristics

04TCUL3 Business Communication: 5 ECTS

Learning outcomes

After completing the study unit, the student

- is able to communicate effectively
- is able to communicate both orally and in writing in different kinds of communication situations
- becomes aware of cultural differences in business communication

LIPAL17-1012 Service business management: 15 ECTS

Learning outcomes of the study module

On successful completion of this module, students will be able to

- manage everyday operations
- apply the principles and tools of strategic thinking and strategy work
- develop operations based on financial business intelligence
- manage staff in accordance with labour laws
- apply self-management

Courses included in the study module

HR management 5 ECTS credits

Strategic management 5 ECTS credits

Accounting as a business development tool 5 ECTS credits

04TJOH1 HR management: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- manage everyday operations
- manage staff in accordance with labour laws
- apply self-management

LI00AZ36 Strategic management: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- apply the principles of strategic thinking
- apply strategic management tools
- explain the purpose of the mission, vision and strategy in organisational planning
- analyse a company's operations
- draw up a concrete annual plan for a company based on analyses, including sub-plans and budgets
- describe the contents, different stages and aspects of the strategy process

04TJOH3 Accounting as a business development tool: 5 ECTS

Learning outcomes

On successful completion of the course, students will be able to

- develop operations based on financial business intelligence
- plan investments
- assess the profitability of investments
- produce investment calculations and use them in decision-making

- analyse and compare financial and profit planning
- apply intelligence derived from key indicators and calculations in business development
- explain the role of working capital
- describe financial risks and risk management tools

LIPAL17-1013 Module: 15 ECTS

Learning outcomes of the study module

Students choose electives from the modules and/or electives offering. Other current and advanced professional studies are offered on a rotating basis. Students can select courses from any of the Lahti UAS faculties or other Finnish or overseas higher education institutions. The course offerings of the FUAS federation (Lahti UAS, Laurea, HAMK) are also widely available.

Elective studies include preparatory Swedish and English courses. These are mandatory for students who have not demonstrated proficiency in a language test. Elective studies must be approved by the personal coach before they can be included in the personal study plan.

Service business roles require the ability to develop and produce services and knowledge of various actors in this field. Elective studies can include workplace-based assignments. Each student builds his or her own specialist competence profile to demonstrate skills and career orientation. The electives offer students opportunities to discover this focus and a career path to fit their interests.

LIPAL17-1014 ELECTIVE STUDIES: 15 ECTS

Learning outcomes of the study module

Students choose electives from the modules and/or electives offering. Other current and advanced professional studies are offered on a rotating basis. Students can select courses from any of the Lahti UAS faculties or other Finnish or overseas higher education institutions. The course offerings of the FUAS federation (Lahti UAS, Laurea, HAMK) are also widely available.

Elective studies include preparatory Swedish and English courses. These are mandatory for students who have not demonstrated proficiency in a language test. Elective studies must be approved by the personal coach before they can be included in the personal study plan.

Service business roles require the ability to develop and produce services and knowledge of various actors in this field. Elective studies can include workplace-based assignments. Each student builds his or her own specialist competence profile to demonstrate skills and career orientation. The electives offer students opportunities to discover this focus and a career path to fit their interests.