

## Degree Programme in Producing and Developing Service Experience

### DEGREE REQUIREMENTS

The learning outcomes of the core competence modules describe the required competence that the student must achieve in order to complete the degree. The degree requirements include language studies, which are to be completed, according to instructions, as part of the core competence studies. Finnish Students are also required to demonstrate their proficiency in both national languages (Finnish and Swedish) and in English, as part of the core competence of the degree. In addition, Finnish students must obtain the proficiency in the second national language (Swedish or Finnish) required of personnel in the service of public bodies. Apart from the core competence modules, students complete complementary studies to reach the required scope of the degree.

#### DEGREE REQUIREMENTS REGARDING CORE COMPETENCE

The scope of core competence is 150 credits. The following learning outcomes have been specified for core competence in each module:

##### **1) Flexible Customer Service (30 cr)**

The objective of the module is to develop communication and interaction skills and competencies in customer-oriented service and quality management as for the tasks and needs of service operations.

After completing the module, student is able to communicate in Finnish or, Swedish and English to carry out service operations in multicultural work communities. He/she will also achieve the level of competence in the other national language required from public servants. Student recognises the significance of customer orientation and is capable of producing high-quality services in the hospitality sector. Student is able to describe the basics of the industry in the hospitality field. He/she understands the needs for the future competences.

##### **2) Customer-oriented Service Business Developer (30 cr)**

The objective of the module is to develop business competencies.

After completing the module, the student is able to produce customer-oriented services in service processes. He/she is able to identify the operating environment of the service company and to apply the marketing mix based on business profit objectives.

##### **3) Service Innovation Developer (30 cr)**

In the module working life-oriented projects in service business, security and social responsibility are carried out.

After completing the module the student is able to develop customer-based solutions in the service design process. The student can justify his/her decisions with the requirements of social responsibility and organizational security and evaluate his/her decisions from the perspective of leadership and business strategies.

## **4) Expert in a Work Community (30 cr)**

During the module, students deepen their expertise in their chosen field. They learn how to apply for jobs that support their career plan and to act responsibly in national and international positions requiring professional expertise. Students develop the capacity to develop the activities of the organisation and their own expertise.

## **5) Expert in Development and Workplace Innovation (30 cr)**

The objective of the module is to develop the students' abilities to study individually and in teams, to prepare to carry out research and development work, and to support career development and the creation of a work identity.

At the beginning of their studies students acquire familiarity with the tools required in higher education and the operating methods of development-based learning. After completing the module, students are able to work responsibly both independently and as team members. They are able to assess and develop themselves as learners and are capable of identifying development targets in the workplace.

Students are able to plan, implement and evaluate a project in cooperation with different networks in the workplace. They are able to employ appropriate research methods and the methods of development activities and project work. Students are able to identify creative and innovative solutions for the challenges of workplace development.

Students are able to report the results of their development work using a style of writing characteristic of research. Students are able to plan their studies, development and career with an eye on the development prospects of their own field.

## **DEGREE REQUIREMENTS REGARDING COMPLEMENTARY COMPETENCE**

The rest of the degree (60 cr) consists of elective complementary competence studies.

At Laurea we encourage everyone to take part in voluntary work during their studies. The objective is that everyone develops their professional competences during their studies by participating in voluntary work in a role they choose themselves. You can fit voluntary work into any stage of your studies and gain credits.