Curriculum at LAB University of Applied Sciences 2020-2021

01.03.2022

Master of Culture and Arts, Digital Solutions, Lahti

Code	Name	1 y	ECTS total
YDIGK20SLTI-1003 Core competence			**10**
YDIGK20SLTI-1008 Digital solutions			**10**
YY00BW95	Digital Solutions for the New Era	5	5
LA00BQ04	Research-Based Development	5	5
YDIGK20SLTI-1004 Complementary competence			**20**
YM00BX84	Information design	5	5
LA00BO64	Digitalising business processes	5	5
LA00BO58	Gamification	5	5
LA00BU69	Usability evaluation and UX development for mobile applications	5	5
YY00BW97	Innovating digital mobile solutions		0
LA00BQ07	Brand development and management	5	5
LA00BO60	Online commerce	5	5
YDIGK20SLTI-1005 Thesis			**30**
YO00BU70	Thesis Planning	10	10
YO00BU71	Thesis Project and Reporting	20	20

YDIGK20SLTI-1003 Core competence: 10 ECTS

YDIGK20SLTI-1008 Digital solutions: 10 ECTS

YY00BW95 Digital Solutions for the New Era: 5 ECTS

Learning outcomes
The student is able to
- assess an individual's and organisation's digital maturity
- describe new development trends of digital solutions
- design a digital solution that supports an organisation's service, function, or product

LA00BQ04 Research-Based Development: 5 ECTS

Learning outcomes
The student is able to
- plan a workplace-oriented research-based development project
- use different methods of workplace development and use/utilize the research data in workplace

development
- evaluate and report on the research-based development project

YDIGK20SLTI-1004 Complementary competence: 20 ECTS

YM00BX84 Information design: 5 ECTS

Learning outcomes
The student is able to
- explain the significance of understanding information and manage methods of implementing it in a range of different knowledge use contexts
- make use of usability psychology and user testing in visual planning
- acquire, analyse and organise complicated data for visualization purposes
- plan understandable information design solutions using visual design methods

LA00BO64 Digitalising business processes: 5 ECTS

Learning outcomes
Students examine business processes within the organization as well as connections with external stakeholders. Students evaluate opportunities for operations brought by digitalization. They implement a plan for streamlining the selected part of the business, and they make a strategic plan for implementing change.

LA00BO58 Gamification: 5 ECTS

Learning outcomes
The student is able to
- recognise similar activities in games as well as the opportunities through games in digitally operating environments
- plan strategies and tactics which can be integrated into the game mechanics of digital services
- use the core concepts of games, planning models as well as applicable code examples

LA00BU69 Usability evaluation and UX development for mobile applications: 5 ECTS

Learning outcomes
The student is able to
- design and implement simple user testing
- understand specific features of designing for touch screen devices
- use modern expert evaluation methods and reporting.

YY00BW97 Innovating digital mobile solutions: 5 ECTS

Learning outcomes
The student is able to
- combine agility and design thinking in the development of a digital solution

- model and evaluate a digital omnichannel solution as a service process
- evaluate the added value a digital solution creates

LA00BQ07 Brand development and management: 5 ECTS

Learning outcomes
Students
know how to justify and apply the different ideation and analysis tools and means of brand
management and development
know how to analyse, build and manage brand identity in the recommendation based markets with
multiple channels and visual means

LA00BO60 Online commerce: 5 ECTS

Learning outcomes
The student is able to
- create an online commerce strategy for an organisation
- plan how to implement different business models in online stores by noting legislative issues
- develop a customer-orientated online store that meets business needs

YDIGK20SLTI-1005 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.