

**Curriculum at LAB University of Applied Sciences
2020-2021**

**Master of Culture and Arts, Regenerative Design and Media
Competence, Lahti**

Code	Name	1 y	ECTS total
YMMU20SLTI-1003 Core competence			20
YMMU20SLTI-1006 Quality, understanding and welfare through design competence			10
YM00BX83	User orientation and service design	5	5
YM00BX84	Information design	5	5
YMMU20SLTI-1007 Competitive advantage through design competence			10
YM00BX85	Strategic design and co-design	5	5
YM00BX86	Design thinking and development research	5	5
YMMU20SLTI-1005 Complementary competence			10
LA00BQ51	Urban Design	5	5
LA00BQ07	Brand development and management	5	5
LA00BQ08	Sustainable design		0
LA00BO47	Systemic product and service solutions		0
LA00BU69	Usability evaluation and UX development for mobile applications		0
LA00BN40	Advanced Expert Studies		0
YMMU20SLTI-1004 Thesis			30
YO00BU70	Thesis Planning	10	10
YO00BU71	Thesis Project and Reporting	20	20

YMMU20SLTI-1003 Core competence: 20 ECTS

YMMU20SLTI-1006 Quality, understanding and welfare through design competence: 10 ECTS

YM00BX83 User orientation and service design: 5 ECTS

Learning outcomes

The student

- knows the basis and procedures for user orientated development processes and is able to apply them in service design tasks
- is able to apply practically planning and analysis procedures of service design
- is able to develop and innovate services and their user experience
- is able to manage service design processes
- is able to select appropriate procedures and is able to apply them on a case-by-case basis in the

development of different services

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

YMMU20SLTI-1007 Competitive advantage through design competence: 10 ECTS

YM00BX85 Strategic design and co-design: 5 ECTS

Learning outcomes

The student is able to

- develop operational strategies by applying design thinking
- develop new business and value creation models by applying future, ideation and user procedures
- plan, implement and facilitate joint planning workshops for developing tools to overcome strategic issues

YM00BX86 Design thinking and development research: 5 ECTS

Learning outcomes

The student is able to

- apply design thinking principles and appropriate procedures in different development tasks
- select and justify appropriate manners of approach and different functional research and development procedures in support of development tasks
- apply different types of research approaches and their differences and objectives for the purpose of different development challenges

YMMU20SLTI-1005 Complementary competence: 10 ECTS

LA00BQ51 Urban Design: 5 ECTS

Learning outcomes

The student is able to

- take into account the public sector's task, practices and operating environment in design processes related to the public sector
- use the diverse information acquisition methods required by the public sector organizational environment
- analyze the essential information for community sector development work
- execute design for community sector environments with interactive, participatory and crowdsourcing ways
- use emphatic design and visual means as a tool for interaction and development

- take in the design processes into consideration special features of urban space and product environment (e.g. design for all, safety, urban planning, acquisitions).

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

LA00BQ08 Sustainable design: 5 ECTS

Learning outcomes

Students

- know what to evaluate as sustainable development (environmental, social, and economic)
- know the aspects, tools and difference between the weak and strong ecologically sustainable consumer solutions
- know how to apply the high-quality design processes and suitable methods for achieving systemic and sustainable design for sustainable consumption solutions and business credibility

LA00BO47 Systemic product and service solutions: 5 ECTS

Learning outcomes

The student is able to

- recognise the benefits of the Internet of Things (IoT) for businesses, making current operations more efficient, new businesses as well as increasing the value of products and services
- recognise and evaluate IoT's influence on the community
- evaluate the consumer's perspective in digitalisation through increasing the popularity of IoT terms and systemic service solutions

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.

LA00BN40 Advanced Expert Studies: 5 ECTS

Learning outcomes

The student is able to

- follow trends in the relevant field of specialization
- critically evaluate the sources of information about the current issues in the given field of expertise

- utilize innovative approaches and current knowledge bases to develop and manage operations

YMMU20SLTI-1004 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.