**Curriculum at LAB University of Applied Sciences
2021-2022**

Master of Culture and Arts, Innovative Design Thinking 21S, Lahti

Code	Name	1 y	ECTS total
YUUMU21SLTI-1001	**Core competence**		**20**
YUUMU21SLTI-1002	**Quality, understanding and welfare through design competence**		**10**
YM00CI25	Human orientation and service design		0
YM00BX84	Information design	5	5
YUUMU21SLTI-1003	**Competitive advantage through design competence**		**10**
YM00CI09	Strategic design, systemic solutions and co-design		0
YM00CI26	Design thinking and development research		0
YUUMU21SLTI-1004	**Complementary competence**		**10**
LA00BQ07	Brand development and management	5	5
YM00CI08	Sustainable service design		0
YM00CI10	Systems and interactions based IoT solutions		0
LA00BU69	Usability evaluation and UX development for mobile applications		0
LA00BN40	Advanced expert studies		0
YM00CI24	Urban Design		0
YUUMU21SLTI-1005	**Thesis**		**30**
YO00BU70	Thesis planning	10	10
YO00BU71	Thesis project and reporting	20	20

YUUMU21SLTI-1001 Core competence: 20 ECTS

YUUMU21SLTI-1002 Quality, understanding and welfare through design competence: 10 ECTS

YM00CI25 Human orientation and service design: 5 ECTS

Learning outcomes
Student
- has knowledge about human driven design methods and is capable of applying them into service design tasks
- can choose suitable design and analysis methods and apply them for diverse cases of service development
- is capable of managing strategic service design and service design processes

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

YUUMU21SLTI-1003 Competitive advantage through design competence: 10 ECTS

YM00CI09 Strategic design, systemic solutions and co-design: 5 ECTS

Learning outcomes
Student
- can develop strategies for activities by applying design thinking
- can develop new business, value creation and action models by applying systemic thinking, future foresight, mapping, ideation and user methods
- can design, manage and facilitate co-design activities as a means to solve strategic level challenges

YM00CI26 Design thinking and development research: 5 ECTS

Learning outcomes
Student
- can apply design thinking process and methods in diverse development tasks
- can choose and justify suitable approaches and research and development methods to support development projects
- can apply the differences of diverse research approaches, related methods and their goals to support different development challenges

YUUMU21SLTI-1004 Complementary competence: 10 ECTS

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

YM00CI08 Sustainable service design: 5 ECTS

Learning outcomes
Students
- know the difference between the weak and strong ecologically sustainable consumer solutions and the basics of design for sustainable behavior change
- know what to evaluate as the change required for ecologically sustainable consumption in the areas of housing, energy and water use, mobility, food, material products and services
- know how to apply the multimethod, holistic design process, user driven approach and behavior change heuristics for creating sustainable service solutions

YM00CI10 Systems and interactions based IoT solutions: 5 ECTS

Learning outcomes
The student is able to
- recognize the benefits of the Internet of Things (IoT) for businesses, making current operations more efficient, new business opportunities as well as increasing the value of products and services
- recognize and evaluate IoT's influence on the community
- evaluate the consumer's perspective in digitalization through increasing the use of 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
- 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

YM00CI24 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)

YUUMU21SLTI-1005 Thesis: 30 ECTS

YO00BU70 Thesis planning: 10 ECTS

Learning outcomes
A 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
A 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.