

Curriculum at LAB University of Applied Sciences  
2021-2022

**Master of Culture and Arts, Digital Solutions for the Design and Media 21S, Lahti**

Code	Name	1 y	ECTS total
<b>YMDR21SLTI-1001 Core competence</b>			<b>20</b>
<b>YMDR21SLTI-1002 Digital solutions</b>			<b>20</b>
YY00BW95	Digital solutions for the new era	5	5
YM00BX84	Information design	5	5
LA00BQ04	Research-based development	5	5
LA00BO61	Innovating digital solutions	5	5
<b>YMDR21SLTI-1003 Complementary competence</b>			<b>10</b>
LA00BU69	Usability evaluation and UX development for mobile applications	5	5
LA00BQ07	Brand development and management	5	5
LA00BO64	Digitalising business processes	5	5
LA00BO60	Online commerce	5	5
YM00CI08	Sustainable service design		0
YM00CI10	Systems and interactions based IoT solutions		0
<b>YMDR21SLTI-1004 Thesis</b>			<b>30</b>
YO00BU70	Thesis planning	10	10
YO00BU71	Thesis project and reporting	20	20

**YMDR21SLTI-1001 Core competence: 20 ECTS**

**YMDR21SLTI-1002 Digital solutions: 20 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

**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

### **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
- use research data in workplace development

### **LA00BO61 Innovating digital solutions: 5 ECTS**

#### **Learning outcomes**

The student is able to

- innovate a digital solution by applying user-driven methods
- model and evaluate a digital omnichannel solution as a service process
- evaluate the added value a digital solution creates for business and stakeholders

### **YMDR21SLTI-1003 Complementary competence: 10 ECTS**

### **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.

### **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

### **LA00BO64 Digitalising business processes: 5 ECTS**

#### **Learning outcomes**

The student is able to

- outline a range of digital tools and channels suitable for a certain company's marketing
- take into account the constant change in digital marketing equipment
- outline marketing analysis tools suitable for a certain type of company

### **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

### **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 IoT terms and systemic service solutions

### **YMDR21SLTI-1004 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.