**Curriculum at LAB University of Applied Sciences
2023-2024**

02.02.2023

Master of Culture and Arts, Digital Solutions for the Design and Media 23S, Lahti

Code	Name	1 y	2 y	ECTS total
MLTIYMDR23S-1001 Core competence				**20**
YY00BW95	Digital Solutions for the New Era	5		5
YM00BX84	Information design	5		5
LA00BQ04	Research-Based Development	5		5
YL00CF12	Lean Innovation of Digital Solutions	5		5
MLTIYMDR23S-1002 Complementary competence				**10**
YM00CR22	UX/UI in mobile applications	5		5
LA00BQ07	Brand development and management	5		5
YM00CI08	Sustainable service design	5		5
LA00BO64	Digitalising business processes	5		5
YM00CU11	Customer Experience and Artificial Intelligence (AI)			0
MLTIYMDR23S-1003 Thesis				**30**
YM00CR60	Thesis Planning, Project and Reporting	15	15	30

MLTIYMDR23S-1001 Core competence: 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 and use/utilize the research data in workplace development
- evaluate and report on the research-based development project

YL00CF12 Lean Innovation of Digital 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

MLTIYMDR23S-1002 Complementary competence: 10 ECTS

YM00CR22 UX/UI in 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
- create an interactive prototype for mobile app.

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

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.

YM00CU11 Customer Experience and Artificial Intelligence (AI): 5 ECTS

Learning outcomes
Student
- understands concepts of customer experience (CX), artificial intelligence (AI), data analytics and machine learning
- identifies the interaction between customer experience and artificial intelligence and can communicate the data-driven customer experience
- knows the basics of refining data into beneficial customer understanding
- understands the possibilities of artificial intelligence and machine learning in one's occupation

MLTIYMDR23S-1003 Thesis: 30 ECTS

YM00CR60 Thesis Planning, Project and Reporting: 30 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.
- 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.