

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

### Master of Culture and Arts, Design Thinking and Customer Experience 23S, Lahti

Code	Name	1 y	2 y	ECTS total
<b>MLTIYMUAS23S-1001 Core competence</b>				<b>20</b>
YM00CI25	Human orientation and service design	5		5
YM00BX84	Information design	5		5
YM00CI09	Strategic design, systemic solutions and co-design	5		5
YM00CI26	Design thinking and development research	5		5
<b>MLTIYMUAS23S-1002 Complementary competence</b>				<b>10</b>
LA00BQ07	Brand development and management	5		5
YM00CI08	Sustainable service design	5		5
YM00CI24	Urban Design	5		5
YM00CR22	UX/UI in mobile applications	5		5
LA00BN40	Advanced Expert Studies			0
YM00CU11	Customer Experience and Artificial Intelligence (AI)			0
<b>MLTIYMUAS23S-1003 Thesis</b>				<b>30</b>
YM00CR60	Thesis Planning, Project and Reporting	20	10	30

#### MLTIYMUAS23S-1001 Core competence: 20 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

### **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

### **MLTIYMUAS23S-1002 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

### **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)

**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.

**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

**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

**MLTIYMUAS23S-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.