Curriculum at LAB University of Applied Sciences
2025-2026

Master's Degree Programme in Digital Experience Design and Management (in Finnish) 25S, online studies

Code	Name	1 y	2 y	ECTS total
LLTIYDKMJ25SV-1001	**Core Competence**			**35**
YL00DF45	Digital experience, design, and leadership	5		5
YT00DF20	Leading Digital Transformation	5		5
YL00DF49	Agile Innovating of Digital Solutions	5		5
YL00DF48	Development and Leadership in Communication	5		5
YY00CZ31	Research and Development Methods	5		5
YL00DF46	Multichannel Customer Strategies	5		5
YL00DF47	Data and Artificial Intelligence as Value-Creation Tools	5		5
LLTIYDKMJ25SV-1002	**Complementary Competence**			**25**
LLTIYDKMJ25SV-1003	**Thesis**			**30**
YO00BU70	Thesis Planning	10		10
YO00BU71	Thesis Project and Reporting	6,5	13,5	20

LLTIYDKMJ25SV-1001 Core Competence: 35 ECTS

YL00DF45 Digital experience, design, and leadership: 5 ECTS

Learning outcomes
Student is able to
- develop innovative digital solutions that prioritize user value creation
- utilize design thinking and interaction design principles to conceptualize and develop digital services, addressing complex challenges effectively
- lead the integration of digital experiences within an organization

YT00DF20 Leading Digital Transformation: 5 ECTS

Learning outcomes
The student is able to
- analyze the relationship between strategy and digital transformation
- evaluate the impact of digital transformation on people, technology, and business processes
- plan the process of digital transformation
- apply the principles of technological humanism in digital transformation

YL00DF49 Agile Innovating of Digital Solutions: 5 ECTS

Learning outcomes
Student is able to
- innovate solutions to meet business needs guided by strategy
- apply agility and Lean thinking in the development of digital solutions
- evaluate the added value generated by a digital solution

YL00DF48 Development and Leadership in Communication: 5 ECTS

Learning outcomes
Student is able to
- lead project communication
- argue persuasively on process choices both orally and in writing
- develop communication across multiple channels
- utilize visual elements as part of communication.

YY00CZ31 Research and Development Methods: 5 ECTS

Learning outcomes
The student is able to:
- Plan, implement, report and evaluate a work life based development project
- Apply and implement different research methods in developing work life
- Apply and evaluate researched knowledge and use it for work-life development
- Apply and use different data collection methods in the research data gathering and evaluate data reliability
- Apply and evaluate the ethical aspects of research in the research and development process

YL00DF46 Multichannel Customer Strategies: 5 ECTS

Learning outcomes
Student is able to
- analyze various service channels from a business-oriented perspective
- design a multichannel customer strategy to enhance the customer experience
- apply design principles in developing customer-centric multichannel service paths

YL00DF47 Data and Artificial Intelligence as Value-Creation Tools: 5 ECTS

Learning outcomes
Student is able to
- innovate operational models for gathering relevant information for organizational activities
- acquire, analyze, compile, and structure data using advanced methods
- renew ways of presenting and using information, e.g., through dashboards
- lead methods for utilizing information in different contexts

LLTIYDKMJ25SV-1002 Complementary Competence: 25 ECTS

LLTIYDKMJ25SV-1003 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.