

### 13 MASTER'S DEGREE PROGRAMME IN SERVICE DESIGN STRATEGIES AND INNOVATIONS (SDSI)

#### PROGRAMME CONTENT

Service Design Strategies and Innovations (SDSI) is a jointly organised Erasmus Mundus master's programme with a focus on service design, management and business. We educate versatile service innovators who can enable change in public and private organisations through strategic design, management and creative leadership. We have strong connections to industry. Students have opportunities to work with real industry partners on study topics and projects.

During the studies, you will learn about the service sector, which plays a crucial role in the organisation of our society and how we face and respond to societal challenges. Services are provided over time, with their provision and consumption often occurring simultaneously. Characterised by interaction touchpoints that are informed by the behaviours and experiences of users, customers, and service providers, service design answers to quality control and innovation management, which remain challenging to service organisations. We will equip you with the knowledge and skills to be prepared for an uncertain future through the application of service design. You will know how to identify and satisfy unmet needs in a wide range of sectors.

Upon graduation, you will:

- Become a versatile professional with an agile mindset
- Transform existing service design concepts by integrating research-based user needs and organisational strategies
- Apply holistic approaches and user-centred design principles
- Understand social, economic, and technological contexts in which private and public services function
- Be an organisational change facilitator
- Have grown into leadership roles through experience

SDSI is organized in co-operation between the University of Lapland, the Art Academy of Latvia, the Stockholm School of Economics in Riga, and the Estonian Academy of Arts. The programme includes study periods in Kuldīga (Latvia), Tallinn (Estonia) and Rovaniemi (Finland). Graduates will be awarded with multiple degrees: Master of Arts (Art and Design) by the University of Lapland, Master of Design by the Art Academy of Latvia and Master of Arts by the Estonian Academy of Arts.

#### CURRICULUM

##### MASTER'S DEGREE 120 ECTS

##### GENERAL STUDIES

SDSI1026V24 Civil and Environmental Protection, First Aid 2 ECTS

##### SDSI9000V24 ADVANCED STUDIES IN SERVICE DESIGN STRATEGIES AND INNOVATIONS 120 ECTS

##### Mandatory Studies in Service Design Strategies and Innovations 95 ECTS

SDSI1001V24 Service Design Intro 2 ECTS  
 SDSI1010V24 Leadership I 2 ECTS  
 SDSI1012V24 Service Design Basics 6 ECTS  
 SDSI1013V24 Social Research 6 ECTS  
 SDSI1003V24 Facilitation & Co-creation 3 ECTS  
 SDSI1018V24 Design Management 3 ECTS  
 SDSI1022V24 Innovation Lab 8 ECTS  
 SDSI2001V24 Strategy 2 ECTS  
 SDSI1023V24 Managing Innovative Organisations 2 ECTS  
 SDSI2003V24 People Management 2 ECTS  
 SDSI2004V24 Customer Insights 2 ECTS  
 SDSI1019V24 Futures' Design 2 ECTS  
 SDSI1020V24 Innovation Trends 1 ECTS  
 SDSI1016V24 Communication & Presentation 7 ECTS  
 SDSI2011V24 Information Design 2 ECTS  
 SDSI2012V24 Service Design & Technology 6 ECTS  
 SDSI2005V24 Technology Management 2 ECTS  
 SDSI2006V24 Accounting for Managerial Purpose 2 ECTS  
 SDSI3003V24 Master Project Studio 5 ECTS  
 SDSI3001V24 Master Thesis 30 ECTS  
 SDSI3005V24 Maturity Test – Master Thesis 0 ECTS  
 TURNITINMV24 Plagiarism Check 0 ECTS

##### Alternative Studies in Service Design Strategies and Innovations 25 ECTS

SDSI1007V24 Digital Service Design 10 ECTS  
 SDSI1008V24 Strategic Service Design 10 ECTS  
*Elective Studies 5 ECTS: Students can choose elective studies according to their interest. Possible elective studies can be e.g.:*  
 SDSI4001V24 Practical Training 5-15 ECTS  
 SDSI4002V24 Workshops and Competitions 2-4 ECTS  
 XFIN0001V24 Finnish 1 (CEFR A1.2) 3 ECTS  
 XFIN0230V24 Finnish Culture 3 ECTS  
 UMU04005V24 Arts-Based and Community-Based Participatory Research Approaches 4 ECTS  
 TUTA0211V24 Basic Course on Qualitative Research Methods 5 ECTS  
 TUTA0312V24 Quantitative Methods 5 ECTS  
 TUTA0402V24 Scientific Information Retrieval 2 ECTS  
 XENG0005V24 Academic Writing for International Master's Degree Students (CEFR B2-C1) 3 ECTS  
 XENG0206V24 Advanced Academic Writing (CEFR C1) 4 ECTS  
 XENG0201V24 English for Career Development (CEFR B2-C1) 3 ECTS  
 SDSI1027V24 Designing Sustainable Transitions 10 ECTS  
 SDSI1030V24 Elective Studies EKA 15 ECTS

**SCHEDULING CHART****Master's Degree****Service Design Strategies and Innovations****Studies in Latvia**

1. Year	AUTUMN - Studies in Latvia	ECTS	SPRING - Studies in Latvia	ECTS
	Service Design Intro	2	Leadership I	2
	Service Design Basics	6	Social Research	2
	Social Research	4	Design Management	3
	Facilitation & Co-Creation	3	Innovation Lab	8
	Communication & Presentation	7	Strategy	2
	Information Design	2	Managing Innovative Organizations	2
	Service Design & Technology	6	People Management	2
			Customer Insights	2
			Futures' Design	2
			Innovation Trends	1
			Technology Management	2
			Accounting for Managerial Purposes	2
			Civil and Environmental Protection, Firsh Aid	3
60		30		30

**Studies in Lapland and Estonia**

2. Year	AUTUMN - Studies in Lapland	ECTS	SPRING - Studies in Estonia	ECTS
	Master Project Studio (Done remotely to Estonia)	5	Master Thesis	30
	Digital Service Design	10		
	Strategic Service Design	10		
	Elective studies	5		
	ELECTIVE: Workshops and Competitions	2-4		
	ELECTIVE: Practical Training of Advanced Studies	5-15		
60		30		30

OR

**Studies in Lapland and Estonia**

2. Year	AUTUMN - Studies in Estonia	ECTS	SPRING - Studies in Lapland	ECTS
	Master Project Studio (Done remotely to Lapland)	5	Master Thesis	30
	Designing Sustainable Transitions	10		
	Elective studies	15		
60		30		30