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Co-funded by
the European Union

Service Design Strategies and Innovations

A new Erasmus Mundus Joint Master's Degree in Northern Europe with a focus on service design, management and leadership.

powered by:



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



EKA



MISSION

SDSI is dedicated to cultivating visionary leaders equipped with the skills and insights needed to drive human-centered transformative change.

FUNDAMENTALS

LEAD PARTNER / COORDINATOR



FULL PARTNERS



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



ASSOCIATE PARTNERS



Our program is committed to boost a dynamic learning environment that combines theoretical rigor with practical applications. Through an interdisciplinary curriculum, students will explore the intersection of design thinking, strategic management, and cutting-edge technologies, gaining comprehensive understanding of the complexities inherent in designing and delivering innovative services.

ILZE KUNDZINA
Head of SDSI



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QUICK FACTS

LANGUAGE
ENGLISH

DURATION
2 YEARS

SCHOLARSHIPS
1400 EUR
MONTH FOR SELECTED,
SUCCESFUL CANDIDATES

FORM OF STUDY
FULL TIME,
ON-SITE

LOCATION
LATVIA,
FINLAND,
ESTONIA

ADMISSION 2024/2025
NOV 23, 2023 to
FEB 23, 2024

FEES No fees for Erasmus Mundus scholarship holders.
4000 EUR per year for students from the EU, EEA or Switzerland.
8000 EUR per year for students from the rest of the world.

REQUIREMENTS

A bachelor's degree with a minimum of 180 ECTS credits or a second-level professional higher education diploma (LQF/EQF level 6-7) in Arts and Humanities; Social Science, Journalism and Information; Business, Administration and Law or Information and Communication Technologies.

DEGREE

Multiple degree: Master of Arts (Art and Design) by the University of Lapland, Master of Design by the Art Academy of Latvia, Master of Arts by the Estonian Academy of Arts, and a joint diploma supplement.

DESIGN BUSINESS TECHNOLOGY RESEARCH

SDSI aims to produce graduates who excel at navigating the dynamic interplay among design, business, technology and research.



QUICK FACTS:

Class Size:

35

students

Scholarships:

1400

EUR monthly
for 20 students

No. of lecturers

23-25

Multiple degree

Art Academy of
Latvia,

University of
Lapland,

Estonian
Academy of Arts

ECTS

120

(two years)

Semesters

4

Studies in

3

countries



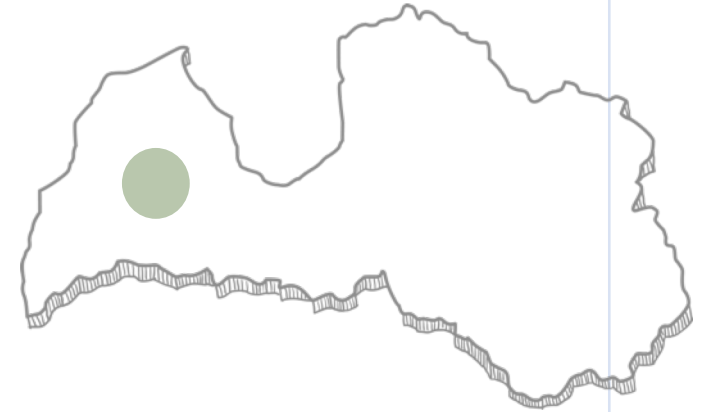
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LOCATIONS

#NORDICEDUCATION

STUDIES IN THREE COUNTRIES





Studies will take place in the picturesque Latvian UNESCO town of [Kuldīga](#) -150 km from Latvia's capital – Riga. It's a town steeped in history and charm. Recognized for its well-preserved medieval architecture and enchanting cobblestone streets, Kuldīga exudes a timeless allure. It's most famous for iconic Venta River Rapid – the widest in the whole Europe as well as recently renovated historic brick bridge, which, with its quaint arches, also is one of the longest of its kind in Europe.

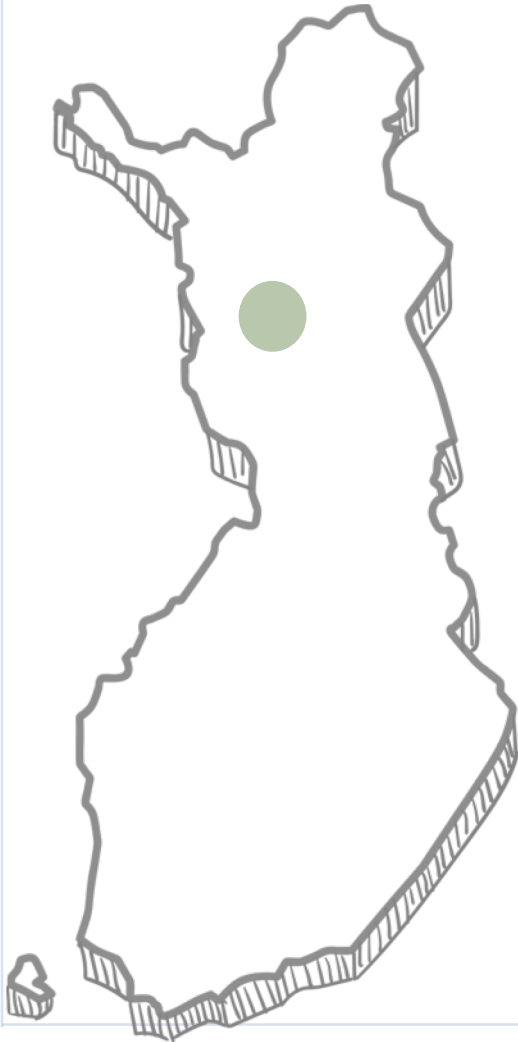


Dominating the skyline is the iconic Toompea Castle, offering panoramic views of the city of **Tallinn** where our students will spend their third or fourth semester. Tallinn seamlessly merges its historical legacy with a forward-thinking mindset, offering an experience that captures the essence of modern service design and innovation.



Rovaniemi, Finland

ROVANIEMI



Nestled on the Arctic Circle, [Rovaniemi](#) is a magical destination that embodies the spirit of Santa Claus and the enchantment of the beautiful nature of Lapland. The city itself showcases modern Finnish architecture and design, with cultural attractions like the Arktikum Science Museum offering insights into the Arctic way of life.



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CURRICULUM

S1

Leadership I | 2 ECTS

**Service Design
Basics | 6 ECTS**

Social Research | 6 ECTS

**Facilitation & Co-
creation | 3 ECTS**

**Information Design |
2 ECTS**

**Service Design &
Technology | 6 ECTS**

**Communication &
Presentation | 7 ECTS**

S2

**Design Management |
3 ECTS**

Futures' Design | 2 ECTS

Innovation Trends | 1 ECTS

Innovation Lab | 8 ECTS

**Technology management |
2 ECTS**

**Accounting for Managerial
Purposes | 2 ECTS**

Strategy | 2 ECTS

**Managing Innovative
Organization | 2 ECTS**

**People Managment |
2 ECTS**

Customer Insights | 2 ECTS

Leadership II | 2 ECTS

S3

**Master Project Studio |
5 ECTS**

**SD Advanced I –
Digital Service Design | 10
ECTS**

**SD Advanced II –
Strategic SD | 10 ECTS**

Electives | 5 ECTS

**Master Project Studio |
5 ECTS**

**SD Advanced –
Digital Sustainable
Transitions | 10 ECTS**

Electives | 15 ECTS

S4

Master Thesis | 30 ECTS

A background image of a man with glasses in a meeting, overlaid with a solid purple color. The man is looking down and to the right, and there are other people blurred in the background.

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INDUSTRY COLLABORATION

2023

ESTONIA

Innovation Healthcare” Design sprint

This intensive initiative saw four student teams tackling challenges within the hospital: addressing the role of nurses in the operation centre, raising awareness about sexual health, improving hand hygiene, and ensuring privacy for neurosurgery patients.

Through comprehensive research involving department visits, interviews, and observations, students delved into existing processes, resulting in innovative prototypes and proposals. From virtual reality simulations for nurse recruitment to interactive online guides for STD testing and a gamified 'Bakteriball' (The Gala of Bacteria) program boosting hand hygiene awareness, diverse perspectives enriched the sprint.



2022

LATVIA

Improving digital service of VEFRESH

Located in the industrial quarter of former electronics giant "VEF " and its surrounding territories, VEFRESH aims to develop the "VEF " district in Riga as a smart city solution sandbox. In the research phase students found out that one of the most important audiences of VEFRESH are smart city start-ups. Company offers various services free of charge starting from hackathons with awards for best teams to business incubators with guidance of field professionals for serious new business idea developers. However, interviews with different start-ups showed that there is no clear understanding of what VEFRESH does, offer, how to apply for the programs and how it could help startups. Students developed the solution – a new section in VEFRESH already existing web page, called "For startups". In this section startups could find clear information about what Vefresh does, what it offers and how it's possible to apply to the programs.



2023

LATVIA

Improving service design for RIX (airport)

Creating solutions, that will make people to:

want spending more time at the airport and RIX airport city (passengers, employees, local community)

Boosting passenger experience- dream beyond limits from fantasy to reality

Creating landmarks within airport environment

Technology as my companion

Innovative sustainability



INSTEAD OF “THANK YOU”

join the better service
design movement **here:**



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WELCOME TO SDSI Open conference



SDSI Open is our public talk and networking event aimed at increasing the outreach of the programme. Providing high value and unique opportunities for students and graduates to partner with industry and public sector partners on research and design projects, master thesis, or internships is important to us.

It's OPEN to everyone!

Register NOW!

May 31, 2024, Kuldiga, Latvia