

<b>Master's Degree Programme in Leadership and Service Design</b>										
<b>60 or 90 credits</b>										
<b>Curriculum structure</b>			Preliminary course plan							
			Business Adm. & Hosp. Management				Culture and Arts			
			90 credits				60 credits			
			f-19	s-20	f-20	s-21	f-19	s-20	f-20	
<b>ADVANCED STUDIES</b>										
<b>Service Design in Businesses and Society</b>	<b>5</b>	<b>5</b>	5					5		
<b>Research and Development</b>	<b>10</b>	<b>5</b>								
Research and development	5	5	5					5		
Future research and development	5				5					
<b>Managing Organizations</b>	<b>20</b>	<b>5</b>								
Leadership	5	5	5					5		
Financial planning	5				5					
Financial management	5				5					
Marketing skills	5				5					
<b>Service Design and Innovation</b>	<b>20</b>	<b>5</b>								
Service design processes and methods	5	5	5					5		
Co-design in service development	5				5					
User-orientation in service development	5				5					
Service design and future challenges	5				5					
<b>ELECTIVE STUDIES / ELECTIVE ADVANCED STUDIES</b> (Culture and Arts students will choose <b>2 elective courses</b> from advanced studies)	<b>5</b>	<b>10</b>					5		<b>5</b>	<b>5</b>
<b>MASTER'S THESIS</b>	<b>30</b>	<b>30</b>		10	5	15			15	15
<b>TOTAL</b>	<b>90</b>	<b>60</b>	<b>20</b>	<b>25</b>	<b>25</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>0</b>