



Master Certificate Programme / Part-time

STRATEGIC EXPERIENCE DESIGN



Master Certificate Programme STRATEGIC EXPERIENCE DESIGN

This Master programme provides comprehensive training in corporate strategy. A strong focus is placed on human-centred and design-driven thinking and acting, methodologies and tool sets as well as cross-cutting skills. Topics range from Experience Innovation & Change, Design & Human Values to Business & Leadership.

On completion of the course graduates can:

- analyse the design of systems from different perspectives, translate the potential for development and improvement into practical and technically sustainable / economically justifiable decisions and to critically analyse and evaluate these decisions.
- plan, design, coordinate and implement new processes in a creative manner (taking account of modern information technologies, ergonomic and legal principles, and economic restrictions).
- devise long-term, sustainable concepts for product development, including strategy development, step-by-step implementation, and a KPI-based monitoring system.
- implement system and corporate development projects using structured agile process and project management techniques.
- support end users in dealing with problems involved in the use of information systems by providing usability / user experience (UX) methods or targeted training measures and addressing skill deficits.
- communicate complex topics and problems to experts within the organisation, experts outside the organisation and non-professionals in a way that is easy to understand and tailored to the relevant target group.
- monitor and assess new findings and approaches in design strategy on different channels.

FACTS



Master of Business Administration (MBA)



Part-time



4 Semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: English

- 20 places per year
- Tuition fee: EUR 4.800 per semester
- All information about deadlines, application and admission can be found online:
- www.fh-joanneum.at/sxd

Did you know ...

... that consumers place increasing importance on customer experience when making their purchase decisions? The holistic design approach taught in this Master programme provides companies with strategic competitive advantages in product and service development.



Organisation

The Master certificate programme is organised on a part-time basis: 25 % of the course content is taught in person in 10-day blocks at the start of the semester and 75 % of the content is delivered online every two weeks from 15:00 to 20:00

Students can build professional networks with international colleagues from different industries. The course is taught in close cooperation with companies, providing students with further opportunities to build a global network.

CURRICULUM: 120 ECTS (30 ECTS per semester)

1st Semester	LV-Type	SWS	ECTS
Design Project Management	SE	1	2
Innovation for Product Design	SE	1	2
Design Research and Requirements for Product Design	SE	3	4
Human Psychology and Perception	SE	1	2
Human Centered Design (LUXCC certification)	SE	3	4
The Value of Design	SE	1	2
Future and Emerging Technologies I	SE	1	2
Production Processes	SE	1	2
Design Management	SE	1	2
Design Leadership	SE	3	3
Finance and Accounting Basics	SE	1	1
Transfer Project I	PT	3	4
		20	30

3rd Semester	LV-Type	SWS	ECTS
Change Management for Systems	SE	1	2
Company-wide Experience Strategy	SE	2	2
Design for Meta and Makro Trends	SE	1	2
Ethical Understanding and Application	SE	2	4
Sustainability in Experience Design	SE	1	2
New Work and Employee Experience	SE	1	2
Human Resources Strategies	SE	2	3
Post Industrial and Process Design	SE	2	2
Future and Emerging Technologies II	SE	1	2
Value Management	SE	1	1
Measuring Experience Design	SE	1	2
Transfer Project III	PT	3	6
		18	30

Career paths

Strategic experience designers build bridges between companies, employees, and customers on strategic, organisational, and technological levels as well as between management and operative experience design. The core activities are the strategic development of services and products as well as organisational development following a creative human-centred approach aimed at a holistic business management strategy.

2nd Semester	LV-Type	SWS	ECTS
Change Management for design-oriented Transformation	SE	1	2
Create Experience Strategies	SE	2	4
Innovation for System Design	SE	2	2
Needs and Requirements for System Design	SE	1	2
Design Research for System Design	SE	1	2
Behavioral Sciences	SE	1	2
Experience Methods	SE	2	4
System Thinking and Technology Transformation	SE	2	2
R&D Management	SE	1	2
Strategic Management and Applied Leadership	SE	1	1
Finance and Accounting for Projects	SE	1	1
Transfer Project II	PT	3	6
		18	30

4th Semester	LV-Type	SWS	ECTS
Seminar Master Thesis	SE	4	4
Master Thesis	MA	0,5	25
Master Examination	MA		1
		4,5	30

MA = Master Thesis and Exam, PT = Project, SE = Seminar, SWS = Hours per week, ECTS = European Credit Transfer and Accumulation System

„Design creates culture, culture shapes values, and values determine the future.“

Robert L. Peters



“The customer`s perception is always their reality. We must include their reality into our strategic thinking to be successful in a future transformative experience economy.”

Daniel Fabry
Head of the Institute Design & Communication



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GRAZ – Science and Culture

... in a nutshell: population over 300,000, student population around 60,000 at a total of eight universities. A historic centre, which is listed as a UNESCO world heritage site. Contemporary art and music, modern architecture, which has gained international renown as the Graz School. Eco-city, City of Design, business, and innovation centre. Mediterranean flair, bustling urban atmosphere plus many wonderful places to dine out are part and parcel of the Graz experience.

www.graz.at

Information and Contact

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