

What is SDSI?

In the Service Design Strategies and Innovations (SDSI) Degree Programme 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, from healthcare in an ageing society, access to amenities in regions with population decline, scaling up mobility in growing urban areas, and solving challenges in transportation, public services and the delivery of education. 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 and service providers, quality control and innovation management remain challenging to service organisations.

We will equip you with the knowledge and skills to be prepared for an uncertain future. You will know how to identify and satisfy unmet needs in a wide range of sectors, such as health care, transportation, education, finance and retail. You will execute leadership roles in organisations in the private and public sectors, spearheading change processes, envisioning the future, managing multidisciplinary teams and overcoming innovation roadblocks.



Quick Facts

DEGREE

Master of Arts, Double degree

FEES

8000€ / year

DURATION

2 years

LANGUAGE

English

LOCATION

Semesters 1 & 2: Art Academy of Latvia
Semester 3: University of Lapland, Finland
Semester 4: Study location of choice

FORM OF STUDY

Cycle studies, weekly from Thursday to Saturday

APPLICATIONS

Application information: www.sdsi.ma

REQUIREMENTS

BA in any field, in addition to two years of professional work experience



www.sdsi.ma, info@sdsi.ma

Service Design Strategies and Innovations (SDSI)



sd—si



Service Design

Service design emerged in the 1990s and has developed into a pivotal approach in private and public organisations to improve the quality and productivity of services. Service design aims to create services that are useful, usable, and desirable to clients and effective, efficient, and distinctive for suppliers. Service design is a multidisciplinary and integrative field. It involves practitioners and researchers from areas such as design, business, management, technology and social sciences.

Learn to Lead Service Innovations

We emphasise the development of your leadership skills, which support your becoming a change facilitator who can contribute to innovative, effective and socially responsible service organisations.

Your interdisciplinary studies and cross-specialisation opportunities in the areas of design, business, technologies and research will develop your personal, professional, strategic, operational and business skills.

Career Opportunities

- Service designer
- Experience designer
- Interaction designer
- User Experience designer
- Design manager/director
- Experience manager/director
- Innovation manager/director
- Customer experience manager
- Design researcher
- Design strategist

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