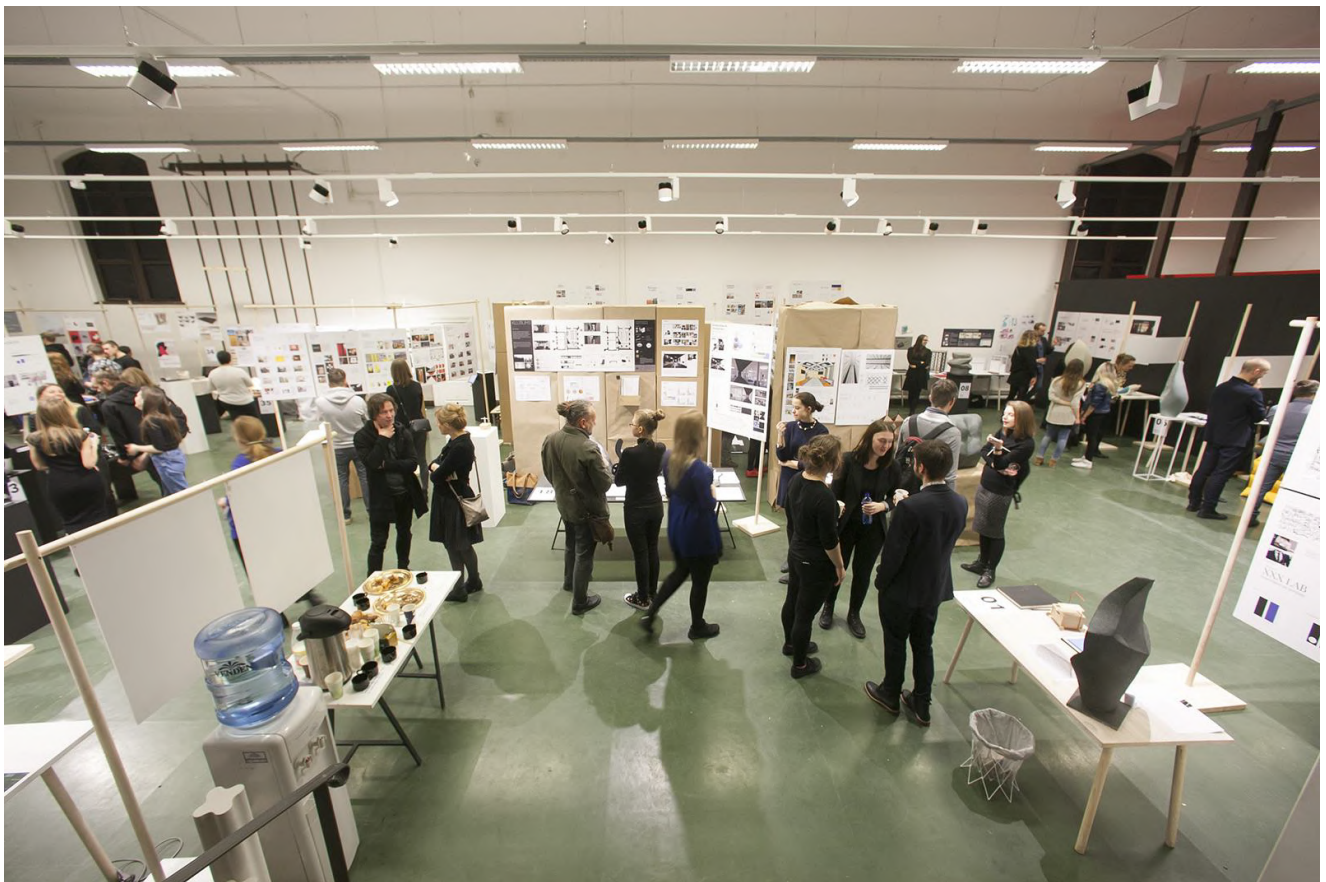


sd—si

Walk-in course catalogue vol. 1

**International joint master's programme
Service Design Strategies and Innovations**

March—June 2022



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



EKA

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About SDSI

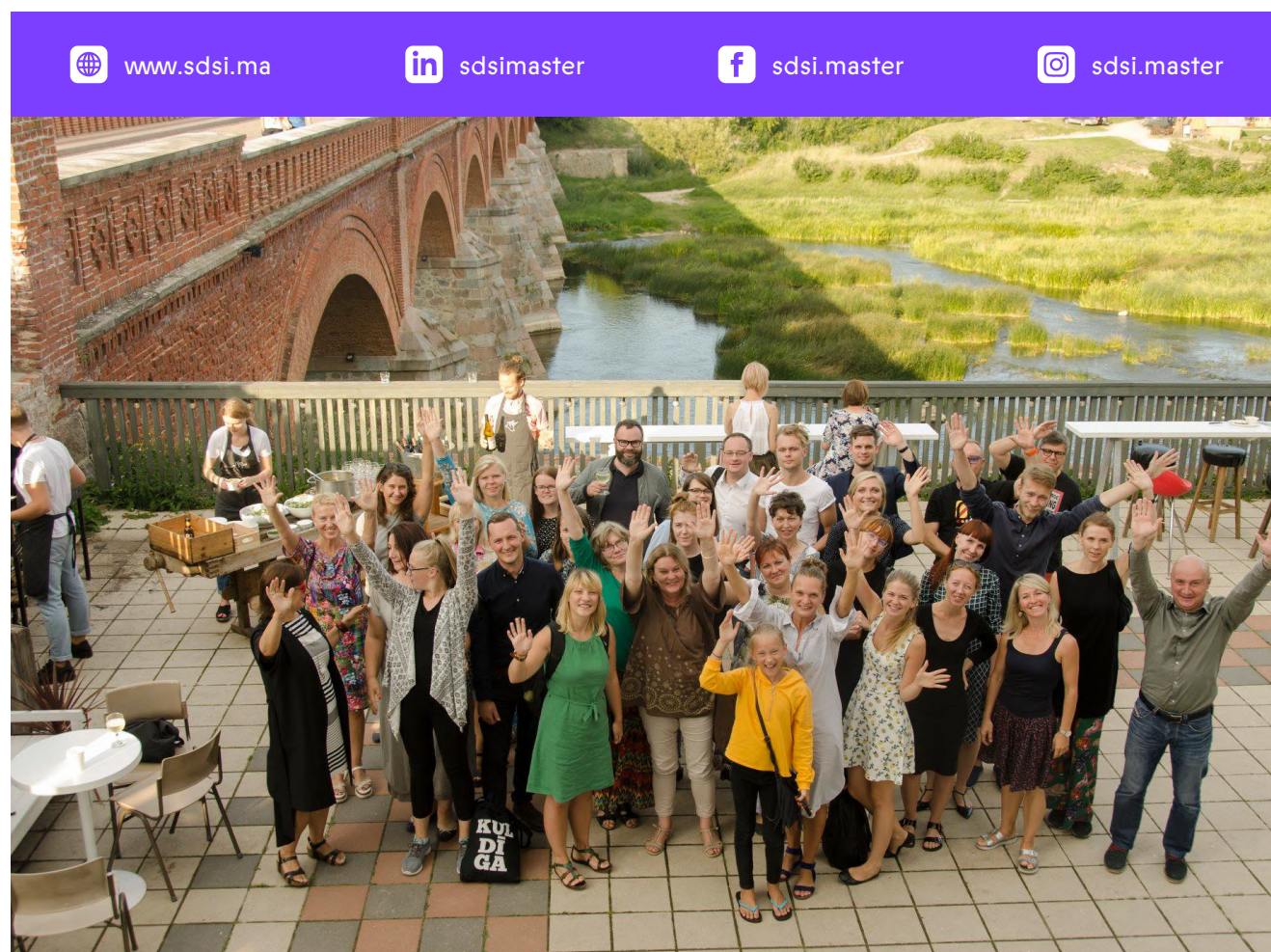
Service Design Strategies and Innovations (SDSI) is a new international master's degree programme, delivered jointly by the Art Academy of Latvia, the University of Lapland, the Stockholm School of Economics in Riga and the Estonian Art Academy. SDSI is a member of the Global Service Design Network (SDN), and features a variety of international, hand-picked lecturers, who are all esteemed professionals of their field. SDSI is designed with the purpose of educating service design leaders, and its content structure covers 4 knowledge domains:

- ◆ Design
- ◆ Technology
- ◆ Business
- ◆ Social science

SDSI presents the opportunity also for external learners to join the classes together with the full-time students, and acquire specific knowledge of each selected study course.

This edition of the Walk-in course catalogue covers the Business domain, delivered by the lecturers from the Stockholm School of Economics in Riga, and the courses take place on-line during the Spring semester 2022. Future editions of the catalogue will follow, providing the opportunity to selectively study such topics as service design, design thinking, visual communication, facilitation, information architecture, service design & technology, storytelling and many more.

Explore the SDSI web site for the programme concept, calendar, and faculty list!



Managing Innovative Organisations

AIM

The course will develop appreciation for, and the knowledge of, organisational structures and processes that support, enable or impede information and decision-making in context of change and innovation.

Organisations are a fundamental technology upon which groups of people base and determine division of labour, allocation of resources, and execution of work; as well as lenses through which information required to make decisions is gathered and interpreted. It is thus important to recognise the different facets of organisation when dealing with novelty and uncertainty. This course will introduce a multifaceted way of seeing organisations, and managing them, including from the perspectives of power, structure, sociotechnical systems, information processing, and leadership.

LEARNING OUTCOMES

- ◆ Explain key metaphors for thinking about organisations.
- ◆ Demonstrate holistic understanding of the structure of organisational design and processes.
- ◆ Demonstrate historically informed understanding of organisational structures.
- ◆ Analyse complex/open cases and offer recommendations for organisational improvement.



Dmitrijs Kravčenko

Associate Professor; PhD Organisation Studies (Stockholm School of Economics Riga)

Dmitrijs lectures in entrepreneurship and organisational management. As a qualitative researcher, his primary interests revolve around understanding the effects of collective knowledge and memory in organisational settings and on the process of organising. Dmitrijs is the creator and founder of the podcast Talking about Organisations.

PRICE

370 €

STUDY MODE

Online: 9:30–13:30

Independent: ~ 20h

ONLINE DATES

April

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People Management

AIM

The course will introduce students to People Management and Human Resource Management (HRM) processes and approaches, show their link with business strategy and service design activities. To explore how with appropriate people management activities one can affect the performance of the employees, teams, and organization overall and facilitate the success of service design initiatives in organisations.

It will encourage and train students in applying the gained knowledge throughout different positions in their future life (e.g. the top management member, manager of a team, team member, project manager, entrepreneur, subordinate).

LEARNING OUTCOMES

- ◆ Identify and understand HR processes and how they are linked to other business processes.
- ◆ Propose theory-based and best practice-based solutions of how HR processes and approaches can be used, improved, and developed to create and implement service design initiatives (i.e. communication, team development, motivation, performance management).



Inga Gleizdāne

Lecturer (Stockholm School of Economics Riga); PhD Candidate (Vrije University Amsterdam); HR and Organisation and Management Consultant (Independent)

Inga has been a consultant and mentor for corporate organisations and startups since before her passion for knowledge development brought her to a lecturing career at SSE Riga. She is currently undertaking PhD research in the field of furthering career decisions for organisation board members. Inga melds her consulting experience and academic knowledge to help organisations and individuals go the extra mile to prepare for the future and reach goals by employing systems and tools on the way.

PRICE

370 €

STUDY MODE

Online: 9:30–13:30

Independent: ~ 20h

ONLINE DATES

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Customer Insights

AIM

The course will give participants an overview of the tools offered by behavioural sciences to better understand the customer. Importantly, the course takes on two complementary perspectives – looking at the customers as well as the processes within the organisation.

This interdisciplinary course brings together insights from behavioural economics, psychology, neuroscience and sociology. We will see best practices from global thought leaders with cases and examples from both the private as well as public sector domains.

LEARNING OUTCOMES

- ◆ Apply insights from behavioural sciences to better understand the customer and better apply the insights within the organisation.
- ◆ Apply behavioural insights in everyday work challenges, including critically assessing the processes currently in place as well as designing better, behaviourally informed interventions for behaviour change.



Heidi Reinson

Lecturer (Stockholm School of Economics Riga); PhD Candidate (University of Tartu); Senior Consultant (Independent)

As a behavioural science expert, Heidi works at leading market research company, Kantar. She pursues her academic interests in the field through course delivery in economics and consumer behaviour at SSE Riga. She is interested in intertemporal choices such as savings withdrawal decisions.

PRICE

370 €

STUDY MODE

Online: 9:30–13:30

Independent: ~ 20h

ONLINE DATES

May

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Technology Management

AIM

Nowadays most of businesses and industries rely on digital technologies as an enabler to run the business or as to create its business value. New technologies arise in an ever-increasing speed requiring business and service designers to constantly keep an eye on what technologies could bring a significant value to the respective business services and which on the other hand are a mere bubble.

The course aims to equip students with tools and methods:

- to understand the current technology landscape, critically analyse how technology trends may create business value;
- to better understand how technology links with design and business processes;
- to translate customer and business needs into value hypothesis for technology solutions.

LEARNING OUTCOMES

- ◆ Understand the basic principles of technology adoption cycles.
- ◆ Identify and critically analyse new technology drivers and potential impact to business.
- ◆ Understand and apply basic principles of the Lean–Agile mindset.
- ◆ Translate customer needs into business benefit hypothesis for technology solutions.
- ◆ Understand how to deconstruct sizeable technology solutions into actionable roadmaps.



Krists Avots

Visiting Lecturer (Stockholm School of Economics Riga); Director of Digital Transformation, Head of Strategy (Tet.lv)

Krists contributed to the development of the start-up community in the Baltics and now transfers his knowledge to corporate organisations. Passionate about working in a high-uncertainty environments and turning technological solutions into viable business models, he believes in driving in-depth processes of change and transformation. He seeks success that is based on growing and fulfilling the needs of individuals and teams.

PRICE

370 €

STUDY MODE

Online: 9:30–13:30

Independent: ~ 20h

ONLINE DATES

May

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Accounting for Managerial Purposes

AIM

This course develops students' ability to record, communicate and plan the financial information of the company. The course aims to build the basic skills of preparing financial statements, reading financial statements and planning the financial performance of the company (pricing products and budgeting principles) among the students.

LEARNING OUTCOMES

- ◆ Discuss the basic accounting vocabulary, accounting principles, and concepts.
- ◆ Prepare an income statement and balance sheet of a company.
- ◆ Discuss the interactions between the financial statements and the way they are used by the stakeholders.
- ◆ Analyse the financial statements of a company.
- ◆ Discuss the financial performance of a company by applying financial ratios.
- ◆ Read the annual report of a company.
- ◆ Apply the costing for a product or service.
- ◆ Prepare a budget for a company.



Natalja Točelovska

Assistant Professor (Stockholm School of Economics Riga); Sales Director (Scandiantech)

Natalja combines her extensive business experience in financial industries with her academic knowledge to engage with institutional and corporate clientele. She works on international consulting projects in the financial industries and as a visiting professor in accounting and financial economics. Natalja is the only Latvian financial market professional who twice received the Nasdaq Best Broker Award.

PRICE

370 €

STUDY MODE

Online: 9:30–13:30

Independent: ~ 20h

ONLINE DATES

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Innovation Laboratory

AIM

Innovation Laboratory offers a hands-on team-based learning opportunity to explore entrepreneurship by developing of a new service or product experience using Lean Startup methodology. It aims at providing environment for adoption of entrepreneurial mindset and learning practical tools associated with both starting up of a business and innovating in a corporate context.

LEARNING OUTCOMES

- ◆ Develop an entrepreneurial mindset and gain experience in entrepreneurial activity (as a career alternative to being employed).
- ◆ Understand key concepts and apply techniques of the Lean Start-up methodology.
- ◆ Design and validate a business model.
- ◆ Gain experience in developing and launching a new service as a start-up.
- ◆ Apply start-up practices to other working environments (thus learning how to fail less painfully).
- ◆ Gain practical experience in project collaboration and teamwork.
- ◆ Gain experience in competence-based peer-to-peer learning through teamwork.



Viesturs Sosārs

Entrepreneur (Independent)

Viesturs is a serial entrepreneur, co-founding companies and an angel investor. He has also managed an early-stage investment fund. As a mentor at various start-up bootcamps, hackathons and accelerator programmes in Europe, he advises corporate customers on innovation while teaching entrepreneurship practice at several universities in Latvia.

PRICE

1450 €

STUDY MODE

Online: 9:30–13:30

Independent: case by case

ONLINE DATES

March

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Contacts

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