



**SRH Fernhochschule – The Distance Learning University**  
**SPO: UXS2206\_120ECTS**

**Curriculum.**

**Study Program**

**UX & Service Design - 120 ECTS**

**M.A.**

## Curriculum Master of Arts (M.A.) UX & Service Design - 120 ECTS

Module	Examination	Semester			
		1	2	3	4
<b>Mandatory Modules</b>					
<b>Management Competences</b>					
Change Management (Engl.) (6 ECTS)	Student Paper (20 pages)	6			
General Business Administration (Engl.) (6 ECTS)	Student Paper (20 pages)		6		
Marketing (Engl.) (6 ECTS)	Student Paper (20 pages)			6	
<b>UX &amp; Service Design Competences</b>					
User Experience Design - Principles & Methods (6 ECTS)	Submission Tasks (15 pages)	6			
Service Design - Principles & Methods (6 ECTS)	Submission Tasks (15 pages)		6		
User Experience Research (6 ECTS)	Submission Tasks (15 pages)			6	
User Experience and Prototyping (6 ECTS)	Learning Journal			6	
<b>Design Competences</b>					
Design Theory, Scientific Design Concepts & Design Science (6 ECTS)	Student Paper (20 pages)	6			
Design Research & Design Methods (6 ECTS)	Submission Tasks (15 pages)		6		
Design Systems & Designing in complexity (6 ECTS)	Learning Journal			6	
<b>Specialisation and Practice</b>					
Project 1 - UX Practice-based Research (6 ECTS)	Project Exam (20 pages)	6			
Project 2 - Service Design Research Based Project (6 ECTS)	Project Exam (20 pages)		6		
Project 3 - UX-Service Integration (6 ECTS)	Project Exam (20 pages)			6	
Master Thesis and Colloquium UXS 120 (30 ECTS)	Colloquium (45 minutes) und Master Thesis (60-80 pages, processing time 6 months)				30
<b>Elective Modules</b> Students choose 2 elective module in the 2nd semester.		6	6		
Culture & Ethics (Engl.) (6 ECTS)	Student Paper (20 pages)				
Data Analysis (Engl.) (Options: Qualitative or Quantitative Alignment) (6 ECTS)	Student Paper (20 pages)				
Design Management Leadership (6 ECTS)	Submission Presentation (slides plus explanations)				
Design Management Strategy (6 ECTS)	Submission Tasks (15 pages)				
Empirical Research (Engl.) (6 ECTS)	Student Paper (10 pages)				
Financial Management and Corporate Decisions (Engl.) (6 ECTS)	Case study (20 pages)				
German-Chinese Business (Engl.) (6 ECTS)	Student Paper (20 pages)				
Human Capital Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
International Business (Engl.) (6 ECTS)	Student Paper (20 pages)				
International Business Law (Engl.) (6 ECTS)	Student Paper (20 pages)				
Risk Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
Strategic Management (Engl.) (6 ECTS)	Student Paper (20 pages)				
<b>Credits total</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>