

# s d — s i



Co-funded by  
the European Union

## Service Design Strategies and Innovations

A new Erasmus Mundus Joint Master's Degree in Northern Europe with a focus on service design, management and leadership.

powered by:



EKA

A group of people, mostly women, are gathered in a room, possibly a meeting or workshop. Some individuals have their hands raised, suggesting an interactive session. The background shows large windows and a modern interior. The overall scene is bright and collaborative.

## MISSION

SDSI is dedicated to cultivating visionary leaders equipped with the skills and insights needed to drive human-centered transformative change.

# FUNDAMENTS

LEAD PARTNER / COORDINATOR



FULL PARTNERS



ASSOCIATE PARTNERS



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Our program is committed to boost a dynamic learning environment that combines theoretical rigor with practical applications. Through an interdisciplinary curriculum, students will explore the intersection of design thinking, strategic management, and cutting-edge technologies, gaining comprehensive understanding of the complexities inherent in designing and delivering innovative services.

**ILZE KUNDZINA**  
Head of SDSI



# DESIGN BUSINESS TECHNOLOGY RESEARCH

SDSI aims to produce graduates who excel at navigating the dynamic interplay among design, business, technology and research.





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# SDSI becomes an Erasmus Mundus Joint Master's programme

Project ID

**101082388**

Duration

OCT  
2022

DEC  
2028

Total Grant:

**4.9**  
mil EUR

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QUALITY STATUS

LABOUR MARKET TRENDS

SCHOLARSHIPS FOR STUDENTS

# QUICK FACTS:

Class Size:

**35**

students

Scholarships:

**1400**

EUR monthly  
for 20 students

No. of lecturers

**23-25**

Multiple degree

Art Academy of  
Latvia,

University of  
Lapland,

Estonian  
Academy of Arts

ECTS

**120**

(two years)

Semesters

**4**

Studies in

**3**

countries

## HISTORY

2016

Art Academy of Latvia in collaboration with Kuldīga Municipality, Latvia

2018

Concept: **excellence**. A new Academy's campus building in Kuldīga (Adatu Fabrika) and a novel study programme for Latvia - SDSI

2020

**Designing the curriculum: 2017 - 2020**

2022

**Accreditation:** Latvia, Estonia and Finland: March-June 2021

2024

**Study years prior to Erasmus Mundus:**  
Oct 2021 (5 students), Sept. 2022 (11 students)

**Mundus application – February 2022 – we did it!**

2026

**All the best things yet to come!**



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LOCATIONS



#NORDICEDUCATION

## STUDIES IN THREE COUNTRIES





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CURRICULUM

S1

**Leadership I | 2 ECTS**

**Service Design  
Basics | 6 ECTS**

**Social Research | 6 ECTS**

**Facilitation & Co-  
creation | 3 ECTS**

**Information Design |  
2 ECTS**

**Service Design &  
Technology | 6 ECTS**

**Communication &  
Presentation | 7 ECTS**

S2

**Design Management |  
3 ECTS**

**Futures' Design | 2 ECTS**

**Innovation Trends | 1 ECTS**

**Innovation Lab | 8 ECTS**

**Technology management |  
2 ECTS**

**Accounting for Managerial  
Purposes | 2 ECTS**

**Strategy | 2 ECTS**

**Managing Innovative  
Organization | 2 ECTS**

**People Management |  
2 ECTS**

**Customer Insights | 2 ECTS**

**Leadership II | 2 ECTS**

S3

**Master Project Studio |  
5 ECTS**

**SD Advanced I –  
Digital Service Design | 10  
ECTS**

**SD Advanced II –  
Strategic SD | 10 ECTS**

**Electives | 5 ECTS**

**Master Project Studio |  
5 ECTS**

**SD Advanced –  
Digital Sustainable  
Transitions | 10 ECTS**

**Electives | 15 ECTS**

S4

**Master Thesis | 30 ECTS**



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STUDENTS

sd—si  
STUDENTS  
2023



POLAND



FINLAND



LATVIA & ESTONIA



HUNGARY & ROMANIA



GERMANY & IRELAND

ITALY & KOSOVO



PORTUGAL



NIGERIA

TURKEY



EGYPT



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# STUDENTS 2023



INDIA & PAKISTAN



THAILAND



VIETNAM



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STUDENTS  
2023



MEXICO



PERU



UNITED STATES OF AMERICA



VENEZUELA





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OUR 5 CENTS OF ADVICE



## LESSONS LEARNED

**Strategic Curriculum Design:** conduct thorough research and identify the Unique Selling Proposition (USP) of your curriculum, aligning it with project goals.

**Thorough Research:** meticulously review ERASMUS+ guidelines for precise application responses.

**Persistence Pays:** multiple application attempts are normal; leverage EC feedback for improvement

**Efficient Management:** coherent project management, shared Google folder for collaborative text composition

**Proactive Leadership:** Control partner performance, adhere to deadlines, and lead with a comprehensive understanding of EMJM guidelines

## LESSONS LEARNED

**Partner Selection:** Choose partner universities and associate partners committed to the project's vision and goals.

**Dedicated Internal Team:** Assemble a dedicated team within your Higher Education Institution (HEI) with passionate and committed members.

**Data-Driven Approach:** Emphasize the importance of data in your application, focusing on research, justification, storytelling, and highlighting the Unique Selling Point (USP) of your project.

**External Validation:** Validate your project ideas with external stakeholders and relevant parties to enhance credibility.

**Accreditation Preparedness:** Anticipate and prepare for a challenging accreditation process; ensure your partner universities are ready and equipped to navigate this stage.

**Embrace Challenges:** Acknowledge that encountering pain, uncertainty, and hard work is a normal part of the process.

## COMPOSING AN EMJM APPLICATION

**University Schedules:** Be prepared for leaves of absence, holidays, and vacations at partner universities. Additionally, consider the working cultures of your partner countries (e.g., emails may not be responded to on weekends or after 5 p.m.).

**Time Planning:** Plan ample time to complete the project application in its final stage, anticipating that some information may be missing. The leader should be prepared to step in and fill gaps in the application text.

Keep an **assistant close at hand**, especially in the final stages, as certain paperwork might arise, such as missing attachments, formalities, and signatures.

**Detailed Formatting Plan:** Plan time to format the project application, including considerations for fonts, colors, and images, after the final text edit.

**Accreditation:** Anticipate and prepare for a challenging accreditation process; ensure your partner universities are ready and equipped to navigate this stage.

**Anticipate Technical Challenges:** Keep in mind that the EC project submission platform may encounter technical issues. Avoid leaving the submission of the project to the last minute to mitigate potential challenges.



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FOLLOW US!

# INSTEAD OF “THANK YOU”

Grab your phones right now and follow us **here**:

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# WELCOME TO SDSI Open II conference

May 31, 2024, Kuldīga, Latvia



SDSI Open is our public talk and networking event aimed at increasing the outreach of the programme. Providing high value and unique opportunities for students and graduates to partner with industry and public sector partners on research and design projects, master thesis, or internships is important to us.

**It's OPEN to everyone!**