Please note that below exchange course offer is offered to incoming exchange students and as elective courses for our Danish students.
The courses are taught in English; however, on occasion, Danish may be used for clarification purposes when addressing Danish participants.
Course offerings may be adjusted. Availability will depend on student enrollment for the exchange course offered.

Digital Concept Development Exchange Programme

Digital Concept Development deals with understanding technology both as a concept and as applied to support or elaborate a concept. In addition, innovative development of digital concepts using relevant technologies, based on an understanding of it scientific theoretical foundation as well as the business context and strategy. We work with how concepts are developed and described, as well as how concepts are conveyed to internal and external stakeholders. The focus is on the entire concept development process, use of quantitative and qualitative data as well as ux-design, preparation and testing of prototypes.

Availability	Spring semester 2027

Course overview

Course title	Level	ECTS
Digital User Experience	3rd year/Short Cycle/EQF level 6	10
Digital Data Tools (Lab)	3rd year/Short Cycle/EQF level 6	10
Strategic Design	3rd year/Short Cycle/EQF level 6	5
Behaviour Design	3rd year/Short Cycle/EQF level 6	5

Semester / Course Prerequisites

You must have a minimum of 4 semesters of studies at higher education level within a relevant programme major and a fundamental knowledge of relevant subject areas related to Digital Concept Development

COURSE DESCRIPTION

Course title: – Digital User Experience	10 ECTS
The subject element deals with the design of user experiences as well as the communication of user behavior and user experiences. There is a particular focus on visualization with a view to being able to optimize the user experience. The term 'user experiences' is understood in a broad sense and can be both internal to the company or externally in relation to customers and business partners. Finally, the subject element deals with communication, both as part of the optimization of the user experience and as part of the user experience.	

Course Content

Experience Economy
Service Design
Research Design
Storytelling
Data Processing

Examination form / Assessment

The project from this subject area will be one of 4 portfolio projects which are prerequisites for 2. semester exam. (30 ECTS)
The 2. semester exam is an individual oral exam based on a project portfolio which consists of 4 portfolio projects and a synopsis.
The assignment portfolio must present the submissions and explain the process in connection with the preparation – i.e. case presentation, problem, solution and associated professional challenges the task solution.
The requirements for the four submissions presented in the assignment portfolio:
• the submissions must be designated by the institution as potential examination submissions, i.e. projects from the course of the 2nd semester. The submissions themselves are not included in the exam, but form the basis for the assignment portfolio
• the submissions can be a digital product, conceptual strategy and/or digital prototype, report etc.
The synopsis must contain a specification of the academic challenges and issues the student faces want to focus on in relation to the assignments and in relation to learning objectives for the semester, as well as a discussion and reflection on selected theory, method and literature.

Learning Outcome

Knowledge	The student has: • development-based knowledge of and understanding of the role of technology in communication. • understanding of and can reflect on different methods for user studies and tests of user experience and user behavior • understanding and can reflect on the importance of the digital concept for user context and change process.

Skills	The student will be able to: • use relevant technology for communication about or as part of a digital concept • master the design and communication of user experiences, including visualization in a business context • master linking the digital user experience with the business's strategy and communication of this • assess practical issues when using technology as part of the communication • justify and choose a communication strategy in relation to the digital user experience
Competencies	The student will be able to: • handle complex and development-oriented situations with digital communication • participate independently in professional and interdisciplinary collaborations to create digital user experiences based on qualified data • identify own learning needs and develop own knowledge, skills and competences in relation for user experiences

Course title: – Digital Data Tools	**10 ECTS**
The subject deals with knowledge and understanding of new technologies and their potential and limitations in value creation. The student learns how data sources from these can be harvested, monitored, validated, processed, analyzed and used in the transformation of already existing data flows but also in development of new digital concepts.	
Course Content	
Legislation around data harvesting, data storage, monitoring. Digital data tools (e.g. excel, powerbi, google analytics, facebook business, adwords etc.) Data Processing	
Examination form / Assessment	
The project from this subject area will be one of 4 portfolio projects which are prerequisites for 2. semester exam. (30 ECTS) The 2. semester exam is an individual oral exam based on a project portfolio which consists of 4 portfolio projects and a synopsis. The assignment portfolio must present the submissions and explain the process in connection with the preparation – i.e. case presentation, problem, solution and associated professional challenges the task solution. The requirements for the four submissions presented in the assignment portfolio: • the submissions must be designated by the institution as potential examination submissions,	

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Learning Outcome	
Knowledge	The student has development-based knowledge of and can understand and reflect on: • how data drives processes in companies as well as knowledge of the company's or the organization's ecosystem where data is harvested, stored and monitored. • how data and big data can contribute to value creation in organisations • digital technologies and their data potential for digital solutions
Skills	The student can use methods and tools and master the skills associated with: • being able to export data sets, clean data and make filters • to be able to process and analyze data to create relevant solution and development models • to be able to prepare reports based on data • to be able to develop and describe concepts based on these data analyses
Competencies	The student will be able to handle complex and development-oriented situations in relation to: • new technologies and acquisition of data The student can independently participate in academic and interdisciplinary collaboration in relation to: • to work with the company's or organization's data flow • to be able to identify one's own learning needs and develop one's own knowledge, skills and competences in relation to the processing and use of data.

Course title: – Strategic Design	**5 ECTS**
The subject deals with how design can be used strategically to uncover potentials and opportunities in technologies and services, business areas, industries and sectors. The subject takes its concrete starting point in the identification of the weak trends in the present that have the potential to become dominant over a 5/10 year horizon. Through data analysis, exploratory scenarios and prototypes, this subject aims to provide forecasts that companies can navigate by.	

Course Content

Strategy and Foresight
Trends and tendencies
Data Analysis
Critical Design
Explorative designs and narratives

Examination form / Assessment

The project from this subject area will be one of 4 portfolio projects which are prerequisites for 2. semester exam. (30 ECTS)
The 2. semester exam is an individual oral exam based on a project portfolio which consists of 4 portfolio projects and a synopsis.
The assignment portfolio must present the submissions and explain the process in connection with the preparation – i.e. case presentation, problem, solution and associated professional challenges the task solution.
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• the submissions can be a digital product, conceptual strategy and/or digital prototype, report etc.
The synopsis must contain a specification of the academic challenges and issues the student faces want to focus on in relation to the assignments and in relation to learning objectives for the semester, as well as a discussion and reflection on selected theory, method and literature.

Learning Outcome

Knowledge	The student has development-based knowledge of and can understand and reflect on: • weak and strong trends for uncovering potentials and opportunities in technologies and services, business areas, industries and sectors. • exploratory, critical and speculative design • economic forecasting (ie 'strategic foresight') and strategic design
Skills	The student can use methods, material and tools and master the related skills to: • assess practical and theoretical issues, justify and select relevant ones solution options • convey forecasts that companies can navigate from
Competencies	The student is able to handle complex and development-oriented situations in relation to strategic design The student can independently participate in academic and interdisciplinary collaboration in relation to:

	• value-creating strategic design • scenario development, forecasting and economic forecasting

Course title: – Behaviour Design	5 ECTS
The subject element deals with communication and content creation, and how to influence behavior using visual means. The subject element deals with developing creative strategies and investigating the aesthetic impact on certain target groups and how the user himself helps to define the content. There is a focus on the company/organisation's ethical values within social responsibility and sustainability as well as how the values are communicated and marketed.	
Course Content	
Triggers and Actions Rewards and investments Biometrics Research Design	
Examination form / Assessment	
The project from this subject area will be one of 4 portfolio projects which are prerequisites for 2. semester exam. (30 ECTS) The 2. semester exam is an individual oral exam based on a project portfolio which consists of 4 portfolio projects and a synopsis. The assignment portfolio must present the submissions and explain the process in connection with the preparation – i.e. case presentation, problem, solution and associated professional challenges the task solution. The requirements for the four submissions presented in the assignment portfolio: • the submissions must be designated by the institution as potential examination submissions, i.e. projects from the course of the 2nd semester. The submissions themselves are not included in the exam, but form the basis for the assignment portfolio • the submissions can be a digital product, conceptual strategy and/or digital prototype, report etc. The synopsis must contain a specification of the academic challenges and issues the student faces want to focus on in relation to the assignments and in relation to learning objectives for the semester, as well as a discussion and reflection on selected theory, method and literature.	
Learning Outcome	
Knowledge	The student has development-based knowledge of and can understand and reflect on behavioral design in relation to: • communication of the company's/organisation's value creation • ethical and legal considerations in connection with the analysis and development of marketing strategies • trends and change processes in connection with anchoring design and technology
Skills	The student can use methods and tools as well as master the related skills and behavioral design in relation to: • conceptualizing sustainable behavioral designs

	• visualization of problems and solutions • design of visual tools in connection with change processes in services and experience design
Competencies	The student can handle complex and development-oriented situations in relation to: • to be able to assess practical and theoretical issues as well as justify and choose relevant solution models. • to be able to communicate practical and professional issues and solutions to partners and users. • to be able to identify one's own learning needs and develop one's own knowledge, skills and competences in relation to adjustment and development of behavioral design.