MW120: User Experience (UX) Design & Management				Study Programme:		M

Module Type:	ECTS Credits:	Workload:	Study Semester:	Module Duration:	
Optional Compulsory	8	240	1. or 3.	One semester	

Courses (HPW=hours per week):	Contact Hours:	Independent Study:	Planned Group Size:
Course 1: User Experience (UX) Design and Management - lecture	30h	90h	25
Course 2: User Experience (UX) Design and Management – exercise	30h	90h	25

Intended Learning Outcomes (ILOs):

After completing the module, students are able to
- define, discuss, and apply the concepts, methods, and tools of analyzing and managing the experiences users perceive in interaction with new digital technologies of startups/established companies,
- measure and analyze user experiences of novel technologies and infer recommendations for technology and policy design and development,
- assess and reflect the social and ethical implications of designing, evaluating, and implementing digital technologies,
- present user research results towards peers, and
- develop skills in collaborative interaction with peers.

Key competencies:

- Problem-solving skills
- Analytical skills
- Critical thinking
- Independent-working skills
- Ability to transfer knowledge
- Willingness to learn and perform
- Oral and written expression skills
- Ability to give constructive feedback and criticism

Description/Contents:

The lecture
- teaches the key concepts, methods, and approaches that help design, measure, and manage total UX across organizations and drive value propositions of digital business models.
- discusses established and new methods of UX research for (further) developing digital technologies.

- introduces frameworks to build and lead teams of UX researchers, designers, engineers, product managers.
- employs case studies to transfer and discuss the application of UX design, research, and management in practice.

The lecture is structured as follows:
1. Introduction to UX Design & Management and Organization
2. Foundations of UX Design & Management
3. User research
4. UX research methods
5. UX communication & ethics

In the exercise sessions, (groups of) students
- practically apply UX research methods and tools (e.g., user interviews, A/B testing, emotion detection, or eye tracking) to real-world UX challenges of tech startups in order to investigate users' experiences in interaction with state-of-the-art digital technology prototypes and to deduce implications for product and organizational strategy, development, and design.
- present the results towards peers and experts from research and industry.

Language:

The language of the course is English.

Teaching Methods:

Lecture, guest lectures, case studies, action learning, group work, presentations.

Module Applicability:

M.Sc. Business Administration; M.Sc. Volkswirtschaftslehre; M.Sc. Economics; M.Sc. Business Chemistry; M.A. Arts and Cultural Management.

Pre-requisites/Requirements:

Admission to the master's degree programs "Business Administration", "Economics", "Business Chemistry" or "Art Education and Cultural Management".

Interest in digital technologies is recommended (no programming skills required).

Examination Types:

The final module examination is conducted by means of other examination types consisting of, e.g., presentations in groups, project report in groups, and class participation.

Requirements for Award of Credit Points:

Successful participation in the exam. The exam will be passed if the grade is at least „sufficient" (4,0).

Availability:

The module will be offered each winter term.

Assessment:

This course will be graded and is part of the calculation of the overall grade of your master degree. Particular information concerning the calculation of the overall grade can be found in the respective examination regulations.
Person Responsible and Main Lecturer:
Prof. Dr. Steffi Haag
Further Information:
Current information can be found on LSF and the web pages of the Chair of Digital Innovation and Entrepreneurship (www.die.hhu.de).