

# Master Curriculum in “Digital Service Innovation”

TREO Talk Paper

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## Abstract

Society is becoming increasingly shaped by digitalization. Present day society is facing major challenges related to health, the environment, societal safety and economy. In short, we live in a society that is in need of innovation and new ways of thinking. In this context, information technology (IT) and digital service innovation have important roles to play. This is reflected in the work done with national and international agendas for digitalization as a path to offer citizens new types of services. This includes digital services that make the work of health professionals easier, raise patient safety, improve health care, make vehicles safer, lower maintenance costs and the impact on the environment. To meet the challenges of the future with innovation, there is an increased need for expertise in sustainable digital service development.

In this talk we report from the work of designing a curriculum for an international master program “Digital Service Innovation”. The program addresses the need for digital competence in tomorrow’s society. The curriculum fronts digital innovation and digital services as fundamental concepts (Fichman et al., 2014). In short, a digital service innovation, for example, can lead to new experiences, distribution methods, business models, types of interaction, and digital services that enhance the value of physical products. The meaning of digital service innovation in this context is the design of new, significantly improved or previously untested combinations of digital services; services that create *new and sustainable values*. Thus, there is an emphasis on value creation (Henfridsson et al., 2018) meaning that the proposed education draws on sustainability (economic, social and environmental) as a framework for value creation and progression of critical thinking (Ågerfalk et al., 2017).

For students, formal higher education is a valuable investment for a career in the IT labor market (Setor and Joseph, 2016). The curriculum is designed, through the introduction of new pedagogical approaches, and through sustainability as a perspective on digital service innovation, to contribute to future competence provision. Digitalization is an important driver companies’ competitiveness. The developments in digital technology alter the labor market’s competence requirements and causes a complex and multifaceted services sector. In Europe, it is at present estimated that one million people with IT skills are missing in the European labor market. The curriculum is designed in collaboration with companies, engaging in the planning, development and implementation of the curriculum, in order to help to ensure its relevance to the students and the industry.

## References

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