Syllabus
Course description

Course title	Service Design
Course code	27236
Scientific sector	E-28
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester, ay 2020-21
Year	2nd
Credits	6

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	suggested, but not required

Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/

Specific educational objectives	The course refers to the educational activities chosen by the student and belongs to the scientific area of Business Administration. The course is designed for acquiring professional skills and knowledge for the daily business practice.

Lecturer	Bernhard Heinrich Rothbucher, E-310, bernhard.rothbucher@me.com, www.synowaytion.com, +43 699 153 72 153
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	18
List of topics covered	Service Design Definitions, Methods and Application - Design Thinking, Business Model Canvas, personas, Empathy map, Customer Journey, Creative Tools, Prototyping, Process modelling
Teaching format	Frontal lectures, exercises, projects,

Learning outcomes	Knowledge and understanding

	The Students have demonstrated knowledge and understanding that is founded upon and extends and/or enhances that typically associated with Bachelor's level, and that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context Applying knowledge and understanding The Students can apply their knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study Making judgments The Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgements that include reflection on relevant social, scientific or ethical issues Communication skills The Students can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist specialist clearly unambiguously Learning skills have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy
Assessment	The assessment mode is the same for both attending and non-attending students. • Written and project work: written preexam with review questions after Phase 1 (Theory and Methods) and written project report done in groups (Step by Step approach throughout the Semester) **PROJECT WORK** *NOTE: Project work are valid for 1 academic year and cannot be carried over beyond that time-frame.*
Assessment language	English

Evaluation criteria and criteria for awarding marks	Weighting of parts : 40% review questions 60% written project report (Group Work)+ Presentation • relevant for assessment 1: clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships between topics; • relevant for assessment 2: ability to work in a team, creativity, skills in critical thinking, ability to summarize in own words

Required readings	Stickdorn M. et al. 2018, This is Service Design Doing, Chapter 01 and 02, Kimbell L. 2014, The Service innovation Handbook, Cases 1, 3, 6, 8, 10, 12, 14, 15
Supplementary readings	Curedale R. 2016, Service Design Process & Methods (To be selected during Assessment Preperation)