Syllabus
Course description

Course title	Service Design
Course code	27236
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester 2021-22
Year	Optional mandatory course
Credits	6
Modular	No

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. It is designed for acquiring professional skills and knowledge for daily business practice. The course includes user research and analysis (problem framing), and ideation and development (problem-solving) activities. The teamwork will follow the four phases of the Service Design Methodology: Discover (research), Define (definition), Develop (ideation), and Deliver (implementation). The students will learn to face challenges using a user-centric method, focusing on the interaction of the user with the service/product, and adopting the approach of Design Thinking and the Double-Diamond process of Service Design. Finally, the students will learn to co-design services or products engaging multiple stakeholders and actors.

Lecturer	Giulia Deppieri, Office …, e-mail: …@unibz.it, tel. 0471 to be announced; web-page: https://i3.fbk.eu/
Scientific sector of the lecturer	SSD 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, Human-Centered Design, Double Diamond design process model, Design Thinking, Interaction Design, User Experience Design, Co-design, Methods and Application, Personas, Customer Journey Map, Touchpoints, Scenarios, Stakeholder Map, Value Proposition Canvas, User Research, Visualization, Ideation, Prototyping, Implementation and Testing.
Teaching format	Frontal lectures, exercises, teamwork 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 judgments 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 and non-specialist audiences clearly and unambiguously. Learning skills The Students have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy.

Assessment	Written and project work: written exam with review questions and written project report done in groups (step by step approach throughout the Semester). The assessment mode is the same for both attending and non-attending students. *NOTE: Project work and classroom contributions 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 (Teamwork)+ 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, Hormess, Lawrence, Schneider, This is Service Design Doing, O'Reilly Media, 2018
Supplementary readings	Stickdorn M. et al. 2018, This is Service Design Methods; Jake Knapp 2016, Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days; Osterwalder A. e al. 2014, Value Proposition Design: How to Create Products and Services Customers Want.