# Syllabus
## Course description

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| **Course title** | Service Design |
| **Course code** | 25566 |
| **Scientific sector** | SECS-P/08 |
| **Degree** | Master Entrepreneurship and Innovation |
| **Semester and academic year** | 2nd semester 2022-23 |
| **Year** | Mandatory optional course |
| **Credits** | 6 |
| **Modular** | No |

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| **Total lecturing hours** | 36 |
| **Total lab hours** | 0 |
| **Total exercise hours** | 0 |
| **Attendance** | suggested, but not required |
| **Prerequisites** | not foreseen |
| **Course page** | [Course Offering - enrolled from 2022 / Free University of Bozen-Bolzano (unibz.it)](#) |

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| **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.<br><br>The course includes user research and analysis (problem framing), and ideation and development (problem-solving) activities.<br>The teamwork will follow the four phases of the Service Design Methodology: Discover (research), Define (definition), Develop (ideation), and Deliver (implementation).<br><br>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.<br><br>Finally, the students will learn to co-design services or products engaging multiple stakeholders and actors. |

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| **Lecturer** | Vittoria Magrelli, Vittoria.Magrelli@unibz.it<br>Giulia Deppieri, Giulia.Deppieri@unibz.it |
| **Scientific sector of the lecturer** | SSD SECS-P/08 |

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| **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, labs, projects. |

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| **Learning outcomes** | Knowledge and understanding<br>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<br><br>Applying knowledge and understanding<br>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<br><br>Making judgments<br>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<br><br>Communication skills<br>The Students can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist specialist clearly unambiguously<br><br>Learning skills<br>have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy |

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| **Assessment** | The assessment mode is the same for both attending and non-attending students.<br><br>• Written and project work: written exam with review |

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| | questions and written project report done in groups (Step by Step approach throughout the Semester)<br><br>**PROJECT WORK**<br><br>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 :<br>60% review questions<br>40% written project report (Group Work)<br><br>• 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;<br>• relevant for assessment 2: ability to work in a team, creativity, skills in critical thinking, ability to summarize in own words |

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| **Required readings** | Stickdorn M. et al. 2018, This is Service Design Doing, Chapter 1, 2, 3, 4, 5, 6, 7<br><br>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)<br><br>Sharp et al., 2019, Interaction Design: Beyond human-computer interaction |