Service design

B69900216-3018

Course level: Master
Course extent: 5 ECTS
Seats for INGENIUM students: 30
Course duration: 9 September 2024 - 3 November 2024
Enrolment deadline for INGENIUM students: 31 May 2024
Target group: suitable for Master-level students from all study fields
Link to enrolment form, Learning Agreement to be attached to the online form

Further information:
The course will be time and place independent online course, i.e. independent study with associated independent tasks. There are no timetabled lessons. However, the course must be completed in accordance with a common timetable in 8 weeks' time. The course may be cancelled in case the number of enrolled students is low.

Enrolment confirmation and signed Learning Agreement are sent to the student when enrolment has been confirmed (within two weeks after the enrolment deadline). The student receives Xamk user credentials before the course begins. A certificate of a completed course (transcript of records) is sent to the student in the beginning of January (if the course is completed by 3 November 2024). A certificate can also be issued upon separate request.

Course objectives

You can define service design at both a theoretical and a practical level. You will be able to define the basic terms and practices of service design. You will be able to use the key methodologies of service design. You will be able to identify the potential of service design as a tool for strategic level planning.

Content

Do you want to learn how to develop and improve services in a user-centric way? Service design is a development approach that puts customers and users at the center of development. In this course we will introduce you the basic idea of service design and its key working methods and techniques. The course consists of a few smaller assignments and one small-scale development project.

Evaluation

Satisfactory (1-2)
Good (3-4)
Excellent (5)
Pass / Fail

Learning material

Lecture materials and links provided by teachers. Material is available on the online learning platform when the course begins.