

Course title: Advanced Service Design Management		Credits* 5	Course code: IK059
Type of the course		Assessment:	
Lecture	X	Examination	
Seminar	X	Assignment	
Practice		Presentations/Participation in Online Video Conferencing exercises	
		Client Interviews, Surveys & Research	
Semester (according to the standard curriculum): 1			
Course availability (according to the standard curriculum): Spring			
Language of instruction (if not in Hungarian): English			
Prerequisites (according to the standard curriculum): English B2			
Type of the course (compulsory, obligatory elective, free elective): compulsory			
Course schedule: http://www.kodolanyi.hu/neptun/			
<p>Course objectives: The main aim of this course is to enable students to gain a broad understanding of the principles and techniques of Service Design and Management. The concepts and skills acquired are immediately applicable to all types of companies large and small, privately run or publicly traded and independent of whatever industry they operate in – whether it be manufacturing, consulting or services etc.</p> <p>Learning outcomes (based on professional competences): Knowledge: Students will understand the underlying principles and concepts that shape the Service Design Methodology and then be able to apply them as required. Skills: Students will gain the knowledge and skills to be able to use the methods in practice as well as participate and discuss with professionals in this and other disciplines. Critical thinking relating to service problems and develop logical methods of defining and solving such problems in real life. Attitudes: Students will have experience in the main principles and the understanding and confidence to apply them. General Attitudes: Students will develop a very high level of professionalism. They will understand the need for high quality, high standards and ethics at all times. Critically analyse and contribute to discussions.</p> <p><i>Foreign language competences</i> Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation. Students are expected to be able to:</p> <ul style="list-style-type: none"> • Can understand a wide range of demanding, professional reports and texts, and recognize the explicit and implicit meaning. • Can express ideas fluently and spontaneously without in a well thought out and engaging way. • Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices. 			

Course content:

Lecture	Theme	Topics
1	Introduction	Introduction to Service Design.
2	What & Why Service design?	What is Service Design? Why do we need it? What it isn't.
3	Basic Service Design Tools	Journey Maps, Prototypes, Business Model Canvas.
4	Methodology	Activities and Framework.
5	Research	The Process of Service Design Research, Methods and approach.
6	Ideation	Generating and developing ideas for solutions.
7	Prototyping	Explore, test and evolve your ideas in the real world.
8	Implementation	Finalise the solution and implement.
9	Service Design Process and Management	How to plan and managed service design in the organisation
10	Workshops	Skills and tools to help Facilitate Workshops
11	Service Design requirements	What is needed, physical space, equipment, software, tools.
12	Integrating Service Design in an organisation	Embedding Service Design in Organizations
Final Exam / Capstone project		

Teaching methods:

This course will combine lectures, case studies, video clips, essay writings, oral presentations. Students are expected to take part either in class or using online tools using audio and video such as MS Teams or Skype.

Requirements: (exam's evaluation criteria and list of topics):

Basic terms of Accounting, recording process, knowledge about balance sheet, income statement, cash-flow, transaction analysis.

Full-time study (workload according to credits*): 5ECTS:

Assessment & Grading:*Pass*

Pass grade is given to the student who knows the significant parts of the course on a satisfactory level and is able to demonstrate an acceptable level of familiarity in the application of the content.

Satisfactory

Satisfactory grade is assigned to the student who knows significant portions of the subject matter of the course and is able to apply them with suitable safety.

Good

Good grade is assigned to the student who thoroughly knows the entire subject matter of the course and can safely apply its content.

Excellent

Excellent grade is assigned to the student who thoroughly knows the entire subject matter in all of its inherent relationships and is able to independently apply his/her knowledge with absolute certainty.

Department/faculty responsible for the course: Department of Interdisciplinary International Studies

Required average students' working hours (number of credits multiplied by 30):

30 contact hours

150 working hours.

Individual assignments (expected number of hours and list of activities):

- Reading assigned materials: 4 hours per week
- Exercises and Practice: 4 hours per week
- Weekly revision of previous materials: 1 hour per week
- Homework assignments/presentations: 2 hour per week

Compulsory reading:

- Marc Stickdorn, Markus Hormess, Adam Lawrence, Jakob Schneider: This is Service Design Doing. isbn: 9781491927151
- This is Service Design doing - Online Compainion Free download available here: <http://www.tisdd.com>

Recommended reading:

- Marc Stickdorn, Jakob Schneider et.al.: This is Service Design Thinking. isbn: 9789063692797
- Ben Reason & Lavrans Lovlie & Melvin Brand Flu: Service Design for Business. isbn: 9781118988923
- Andrew Polaine & Lavrans Løvlie & Ben Reason: Service Design: From Insight to Implementation isbn: 9781933820330

Course leader: Stewart HARVEY, MBA, MSc, MIET

Lecturers: Stewart HARVEY, MBA, MSc, MIET