

COURSE OUTLINE

1. GENERAL

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|---|---|------------------------------|-----------------|
| SCHOOL | ENGINEERING | | |
| DEPARTMENT | PRODUCT AND SYSTEMS DESIGN ENGINEERING | | |
| LEVEL OF STUDIES | Undergraduate | | |
| COURSE CODE | 4309 | SEMESTER | 9 th |
| COURSE TITLE | Design of Services | | |
| INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i> | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures | | 3 | 6 |
| <i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i> | | | |
| COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i> | Scientific area | | |
| PREREQUISITE COURSES: | NONE | | |
| LANGUAGE OF INSTRUCTION and EXAMINATIONS: | GREEK/ENGLISH | | |
| COURSE DELIVERED TO ERASMUS STUDENTS | YES | | |
| MODULE WEB PAGE (URL) | https://eclass.uowm.gr/ | | |

2. LEARNING OUTCOMES

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| Learning outcomes |
| <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Have a good understanding of the importance of services in modern economies, the application areas of Service Design and new directions that are emerging • Have knowledge and opinion regarding the history of Service Design, Service Science and the contribution of Systems Thinking • Have acquired a deep knowledge of current models and theories used in Service Design • Be able to use with confidence commonly deployed Service Design methods and tools • Have awareness and understanding about current and emerging dimensions of Service Design, such as public sector services, social innovation and social entrepreneurship |
| General Skills |
| <p>Upon successful completion of the program students will:</p> <ul style="list-style-type: none"> • have the theoretical and practical background on the field of product and systems design engineering and the corresponding profession. • utilize scientific knowledge to understand, analyze and solve problems. • apply a wide range of scientific and technical knowledge concerning the design and development of products and systems. |

3. COURSE CONTENTS

The course aims to educate students in the use of tools and techniques of service design within a climate of better user experience (UX) and more productive organisations. Students learn theoretical

precepts as well as models. They undertake exercises in the use of the most common tools. They learn about how to understand the emerging trends within the field, such as public sector design, community design, social innovation design and social entrepreneurship. In this way students will be well placed to situate developments as they occur, and understand what tools there are to build good services.

4. TEACHING METHODS - ASSESSMENT

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|---|--|--------------------------|
| MODE OF DELIVERY | In class, face to face | |
| USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY | <ul style="list-style-type: none"> • Video and slide presentations via projector • Support of teaching process via the electronic platform e-class • Communication with students. | |
| TEACHING METHODS | Activity | Semester workload |
| | Lectures | 90 |
| | Non-directed study | 60 |
| | | |
| | Course total | 150 |
| ASSESSMENT METHODS | Final written exam which includes: <ol style="list-style-type: none"> Short-answer questions Multiple choice questions Problem solving | |

5. ATTACHED

- Suggested bibliography:

- Randall, D., Harper, R., Rouncefield, M. *Fieldwork for Design Theory and Practice*, Springer Verlag, 2007
- Fitzsimmons, J, Fitzsimmons, M. *Service Management* McGraw-Hill, 2013:
- Meroni, A.Sangiorgi, D. *Design for Services*, Gower, 2011
- Schneider, J. Stickdorn, M. *This is Service Design Thinking* Bispublishers 2013
- Flood, R.L. & Jackson, M.: *Creative Problem Solving: Total Systems Intervention*, Wiley, 1991
- Bitner, M.J., Ostrom, A.L., Morgan, F.N. (2008) *Service Blueprinting: A Practical Technique for Service Innovation* in *California Management Review* 50: 9 (3): 66-94
- Polaine, A., Reason, B., Løvlie, L. *Service Design: from insight to implementation* Rosenfeld, 2013