Goi Eskola Politeknikoa | Mondragon Unibertsitatea
Course: 2023 / 2024 - Course planning

Mondragon
Unibertsitatea
Goi Eskola
Politeknikoa
Escuela Politécnica
Superior

[MDB302] SERVICE DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN	**Subject**	STRATEGIC DESIGN
Semester 1	**Course** 1	**Mention / Field of specialisation**	
Character COMPULSORY			
Plan 2022	**Modality** Face-to-face	**Language**	CASTELLANO
Credits 4	**Hours/week** 2.22	**Total hours**	40 class hours + 60 non-class hours = **100 total hours**

PROFESSORS

(No professor appointed)

REQUIRED PREVIOUS KNOWLEDGE

Subjects	**Knowledge**
VISUAL COMMUNICATION DESIGN METHODOLOGY AND MANAGEMENT	*(No previous knowledge required)*

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA05 - Design new innovative services, applying the principles and tools of service design		x		4
			Total:	**4**

KC: Knowledge or Content / SK: Skills / AB: Abilities

CONTENTS

1. Introduction

Introduction to service design**2. Theoretical foundations**
Service design definitionsPrinciples of service designService design capabilities
3. Methodologies for service design Methodologies for service design

4. Tools for service design Research toolsCo-creation toolsVisualization toolsService prototyping tools
5. Insurance industry case study Execution of an insurance industry case study

6. Servitization and PSS

Theoretical foundationsCase studies

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	**Bibliography**
Video projections Computer practical training Specific Master Software Slides of the subject Presentations by external Lecturers Moodle Platform	http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_lnk.pl?grupo=ESTRATEGICO11&ejecuta=15&_ST