

[MDB302] SERVICE DESIGN

GENERAL INFORMATION

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

PROFESSORS

(No professor appointed)

REQUIRED PREVIOUS KNOWLEDGE

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

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

SECONDARY LEARNING RESULTS

RMD05 [!] *Diseñar nuevos servicios innovadores aplicando los principios y las herramientas del diseño de servicios*

LEARNING ACTIVITIES	CH	NCH	TH
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints	4 h.	6 h.	10 h.
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	24 h.	36 h.	60 h.
Carrying out exercises and solving problems individually and/or in teams	12 h.	18 h.	30 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	90%	Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems
Individual written and/or oral tests or individual coding/programming tests	10%	Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems
		Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 40 h.

NCH - Non-class hours: 60 h.

TH - Total hours: 100 h.

CONTENTS

1. Introduction

Introduction to service design
 2. **Theoretical foundations**
 Service design definitions
 Principles of service design
 Service design capabilities
 3. **Methodologies for service design**
 Methodologies for service design

4. **Tools for service design** Research tools Co-creation tools Visualization tools Service prototyping tools

5. **Insurance industry case study** Execution of an insurance industry case study

6. **Servitization and PSS**

Theoretical foundations Case studies

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Video projections
Computer practical training
Specific Master Software
Slides of the subject
Presentations by external Lecturers
Moodle Platform

Bibliography

http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO11&ejecuta=15&_ST