

[MDD302] 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		Language	CASTELLANO
Plan	2022	Modality	Face-to-face	Total hours
Credits	4	Hours/week	2.22	40 class hours + 60 non-class hours = 100 total hours

PROFESSORS

IRIARTE AZPIAZU, ION

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
VISUAL COMMUNICATION DESIGN METHODOLOGY	(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

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	16 h.	24 h.	40 h.
Carrying out exercises and solving problems individually and/or in teams	20 h.	30 h.	50 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	50%	Individual written and oral tests to assess technical skills of the subject
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	40%	Reports of solving exercises, case studies, computer practices, simulation practices and laboratory practices
Individual written and/or oral tests or individual coding/programming tests	10%	Observation of student participation and attitude in the proposed training activities

CH - Class hours: 40 h.

NCH - Non-class hours: 60 h.

TH - Total hours: 100 h.

CONTENTS

- 1.Theoretical framework for service design
 - 1.1. Definition for services and service design principles
 - 1.2. Service-Dominant Logic
 - 1.3. Servitization
 - 1.4. Product Service Systems (PSS)

2. Methodologies for Service Design

3. Service design tools

3.1. Service Design visualization tools

3.2. Service Design Prototyping Tools

4. Case studies for integrating and legitimizing service design

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Subject notes
Technical articles
Presentations by external Lecturers
Topic related web quires
Moodle Platform
Class presentations
Specific Master Software
Slides of the subject

Bibliography

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