



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Data driven service innovation

Course Code:	FEA100
Course Title:	Data driven service innovation <i>Datadriven tjänsteinnovation</i>
Credits:	5
Degree Level:	Master's level
Progressive Specialisation:	Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:

FOA (Business Administration)
IEA (Industrial Management)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-12-15, and is valid from the Spring semester 2023 at Karlstad University.

Prerequisites

90 ECTS credits in the Social, Behavioural, or Natural Sciences, including at least 30 ECTS credits at the G2F level or higher, and at least 2 years of relevant work experience, plus upper secondary level English 6, or equivalent

Learning Outcomes

Upon completion of the course, students should be able to:

1. give an account of theories, models, and methods, and give arguments for their relevance to data driven service innovation,
2. explain and analyse how organisations can develop and update their activities and service offerings by means of user data,
3. give an account of laws and regulations pertaining to the use and collection of user data, at the levels of both individuals and society,

4. reflect critically upon data driven service innovation in terms of ethical aspects.

Content

The aim of the course is for students to acquire increased knowledge of theories, models, methods, and ethical and legal considerations that underpin the systematic collection of user data, and how these methods and considerations can be employed structurally to provide a foundation for service development and innovation. Different scenarios of data collection and analysis are presented, and students reflect upon these in relation to their own work or previous professional experience.

The course begins with a brief introduction focused on different technical tools and environments that constitute the basis for collecting and analysing user data. The focus of the rest of the course involves what type of data is relevant, where to find it, where it is created, and how an organisation can refine it to generate insights that can feed into service development and innovation.

The course covers theories, models, and methods of data driven service innovation based on the collection of user data, and, in relation to this, various ethical and legal aspects connected to privacy.

The course content is partly contributed and co-created by the students themselves and based on their application of theories, models, and methods to their own experiences. The course involves independent study, continuous reading, and active reflective participation.

Reading List

See separate document.

Examination

Assessment is based on written and oral assignments, completed individually and in groups, which are presented and discussed in mandatory seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.

