



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Innovation through service design

Course Code:	FEAD35
Course Title:	Innovation through service design <i>Innovation genom tjänstedesign</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)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2025-03-06, and is valid from the Autumn semester 2025 at Karlstad University.

Prerequisites

A degree of Bachelor of at least 180 ECTS credits in a main area of study in Technology, Natural Science, Social Science, or the Humanities, including a degree project of at least 15 ECTS credits at the G2E level, or 90 ECTS credits in Business Management as part of the Master programme (SACEK), including 30 ECTS credits at the G2F level or higher, and upper secondary level English 6 or B, or equivalent

Learning Outcomes

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

1. give an account of and explain service design methods and models, and how they can be applied to drive innovation work,
2. explain and apply service design methods to identify patterns of needs in both expressed and underlying customer needs,
3. analyze and justify how service design methods can translate user needs into innovative

service offerings and customer experiences, and

4. explain and reflect critically upon how the value creation of a service offering can be implemented and how coordination can occur between different service providers, in both intra-organisational and inter-organisational value networks.

Content

The course aims to provide students with knowledge and understanding of how service design methods can be used to develop innovative value propositions based on customers needs both expressed and underlying. Furthermore, the course provides knowledge of methods for identifying patterns and for analysing and generating insights into needs, which then form a foundation for the innovative solutions developed and guide the design of the service. The course also offers knowledge and understanding of the challenges associated with implementation, including quality parameters and coordination between the various service providers, in both intra-organisational and inter-organisational value networks, that interact with the customer.

Reading List

See separate document.

Examination

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