



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Service design: Customer needs, methods and implementation

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| Course Code: | FEAD99 |
| Course Title: | Service design: Customer needs, methods and implementation <i>Tjänstedesign: kundbehov, metoder och implementering</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 2023-05-25, and is valid from the Autumn semester 2023 at Karlstad University.

Prerequisites

90 ECTS credits completed in the social, behavioural, or natural sciences, including at least 30 ECTS credits at the G2F level or higher, at least 2 years of relevant work experience, and upper secondary level English 6, or equivalent

Learning Outcomes

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

1. give an account of service design methods and models, and how they can be applied,
2. explain and apply methods for identifying patterns in explicit and implicit customer needs,

3. apply service design methods to address user needs through concrete service offers and service experiences, and
4. analyse, plan, and reflect critically upon how the value creation of a service offer can be implemented, and how coordination can be achieved among different service providers, in intra-organisational as well as inter-organisational value networks.

Content

The course is case-based and aims for students to acquire knowledge and understanding of how service design methods can be used to develop solutions that address the explicit as well as implicit needs of users and customers. The course also provides knowledge of methods used to identify and analyse patterns of customer needs and gain insights that in turn inform the development of solutions and service designs. Implementation challenges and quality parameters are included, as well as coordination/interaction between the different service providers that users encounter.

The course content is a combination of streamed lectures, homework, and mandatory practical workshops. Active participation in workshops, seminar discussions, and other learning activities is required. The course content is partly co-created with the students and discussions are based on their experiences, questions, and challenges in their own work.

The course requires independent study, continual reading, and active participation and reflection in seminars.

Reading List

See separate document.

Examination

Assessment is based on written and oral, individual and group assignments 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.