



**UNIVERSITÉ
DE NAMUR**

FACULTÉ
DES SCIENCES ÉCONOMIQUES,
SOCIALES ET DE GESTION

Service Design and Innovation (ELMSM416)

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Credits: 5 ECTS

Course Description:

In service science, the basic unit of analysis is the service system, which is a 'configuration of people, technologies, and other resources that interact with other service systems to [co] create mutual value' (Maglio). Many systems can be considered as service systems (companies, public or private bodies, nature, healthcare...), service scientists work with formal models of service systems. More precisely, service is the allocation of resources (e.g.: competences, skills, and knowledge) for producing value for other entities. The formal representation of service systems is emergent due principally to the complexity of modelling people, knowledge, activities, emotion... Service system complexity is a function of the number and variety stakeholders, technologies, and organisations interacting in the value co creation networks. Workers performance in the service discipline depends on their knowledge, tools, and psycho-social-organisational networks, their ability to solve problems, innovate and capture value. Service science must thus: understand service systems, combine formal models with models of human behaviour.

Session-Wise topics

- Foundations for services sciences: Service system perspective
- Understanding customer requirements- Customer experience concept
- Services innovation
- Service systems Design
- Services management (service promises)
- Service and the bottom line (financial impact)

Assignments

Each 3-4-student group is asked to select a service company, and to play a role of a consultancy company. Students are expected to make a diagnostic of one specific service in a very professional way. Therefore, they are expected to use their theoretical knowledge learned in class



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and over previous years. Students who are interested in service innovation and new services design, are allowed to work on these topics. they are indeed asked to think about a "service concept" and follow the different steps below: The steps in the process ought to include (where practical): - The new service genesis - Technical description - Market analyses - STP marketing process - Tactical marketing - Profitability analyses - Summary of issues addressed in the project and learning experience This project (report) is due at the end of the week preceding the last session. A formal oral presentation of the project is planned for the final class.

Grades :

- Scientific article presentation: 30%
- Project oral presentation: 30%
- Final report: 30%

Reference books :

Zeithaml, Valerie A., Bitner, Mary Jo. and Gremler, Dwayne,D., Services Marketing, (2008).

Selected articles on hot topics related to services research from Journal of service research and service science. These articles are made available to students via Webcampus.