

<b>Title:</b>	<b>Service Design – Innovative Thinking and Tools</b>
<b>Lecture hours:</b>	30
<b>Study period: (summer/winter)</b>	2017/18 - Winter
<b>Number of credits:</b>	5 ECTS
<b>Assessment methods:</b>	attendance test individual presentations
<b>Language of instruction:</b>	English
<b>Prerequisites:</b>	Students need to speak English well enough in order to participate in classes.
<b>Course content:</b>	<p>Introduction to service design thinking</p> <p>Examples of outstanding services</p> <p>Understanding: Clients, Contexts, Providers, Relationships</p> <p>Focus on your customers and iteratively improve their experience.</p> <p>Move from theory to practice and build sustainable business success.</p> <p>How can you establish a customer-centric culture in an organization? How to actually <i>do</i> service design to improve the quality and the interaction between service providers and customers?</p> <p>How to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization?</p> <p>Model for accomplishing and hands-on descriptions of every single step, tool, and method used.</p>
<b>Learning outcomes:</b>	<p>Service design is one of the core topics on the agenda of companies in almost every industry.</p> <p>This course focuses on the new holistic, multi-disciplinary creative thinking and tools helping to innovate and improve services to make them more useful, usable, desirable for clients, as well as more efficient and effective for organizations.</p>

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<b>Literature:</b>	1/ Marc Stickdorn, Jakob Schneider; This is Service Design Thinking: Basics, Tools, Cases Paperback; O'Reilly Media, 2017;  2/ Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation; Harper Collins 2009.