Syllabus

Course Description

Course Title	Service Design
Course Code	25566
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Entrepreneurship and Innovation
Other Degree Courses (Loaned)	loaned from 27609B-LM63
Lecturers	dr. Giacomo Buzzao, Giacomo.Buzzao@unibz.it https://www.unibz.it/en/home/research/competence-centre-management-cooperatives/team/person//52167
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The Course Services Design explores how design thinking can drive innovation in public services, focusing on user-centered policy solutions. Students learn key phases of design thinking—empathy, ideation, prototyping, and testing—to address public sector challenges. Emphasis is placed on integrating sustainability principles into the design and delivery of public services. Through case studies and project work, participants develop practical skills to design effective, sustainable, and citizen-responsive solutions.
Course Topics	The module will address the following topics: - Introduction to Design Thinking

	- Empathy: Understanding User Needs in Public Services - Ideation: Generating Innovative Policy Solutions - Prototyping: Developing Tangible Policy Models - Testing: Assessing Solutions in Real-World Public Sector Contexts - Implementing Design Thinking in Public Administration - Sustainability in Design: Environmental and Social Considerations
Keywords	Design Thinking Sustainable Solutions Sustainability
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	The course combines frontal lectures, interactive discussions, case studies, and hands-on group work. Students will work in teams on a real-world challenge provided by local stakeholders, developing solutions that will be presented to stakeholders and policymakers at the end of the course. Guest seminars and workshops with practitioners from the public and Third Sector will enrich the learning experience.
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for starting a new company, with particular focus on identifying new market opportunities, accessing and obtaining economic-financial resources, as well as technological and organizational skills for the development of the company; ILO 1.b The student acquires knowledge and understanding of theories and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system; ILO 1.c The student acquires advanced knowledge and understanding of models for new product development and innovation management within enterprises; ILO 1.d

	The student acquires advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge. ILO2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context; ILO 2.d Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.e Ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective; ILO 2.f Ability to evaluate the entrepreneurial potential associated with the development of an innovation by a company (learning area 2); ILO 2.g Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise; ILO 2.h Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.i Ability to select product development models, suitable to appropriately analyse a specific economic-productive context

	ILO 2.l Ability to classify, analyse specific innovations and assess their potential ILO 2.m Ability to select innovation management and organisational knowledge development models, suitable for a specific economic-social-productive context, such as digital transformation, resilience and sustainability; ILO 2.n Ability to select the tools for innovation management and organisational knowledge development, consistent with the models deemed appropriate; ILO 2.o Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company. ILO 2.p Ability to assess the potential of an innovation within existing companies compared to the creation of a new company (e.g., intrapreneurship, open innovation, etc.). ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Acquire the ability to make predictions, such as analysing the future consequences of entrepreneurial, managerial and operational choice; ILO 3.c Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	For Attending Students

	1. Group Project Work and Presentation (70%) (ILOs 2.a–2.d, 2.h–2.i, 2.l–2.n, 2.o–2.p, 3.a–3.c) Students will collaborate in small groups to design a project based on a real or simulated challenge proposed by local stakeholders. Each group will present its work during a scheduled class session, including a session with the main stakeholders. Deliverables include: A slide presentation and a summary report (both based on provided templates that will be available on OLE). These materials must be submitted 15 days before the final presentation. The project grade reflects the collective effort of the group. To discourage free-riding, each group is encouraged to submit a shared statement confirming that all members actively contributed to the final deliverables. The project work grade is valid for one academic year only and cannot be carried over beyond that period. 2. Individual Written Exam (30%) (ILOs 1.a–1.d, 2.c, 2.i) This exam will consist of multiple-choice questions and open-ended questions. The content will cover lectures, guest lectures, and assigned readings. For Non-Attending Students Written Exam (100%) (ILOs 1.a–1.d, 2.a, 2.h, 2.l, 2.m, 3.a–3.b) The exam will include: - Questions covering course content - An additional short essay question designed to critically reflect on and compensate for the practical experience gained by attending students through project work.
Evaluation Criteria	Evaluation will be based on the following criteria: Group Project Work Empathy and User Understanding: Depth of research and insight

	into user needs, especially in public service contexts Ideation: Creativity and relevance of proposed policy or service innovations Prototyping: Development of tangible models or frameworks to test ideas Testing and Feedback: Use of real-world or simulated environments to assess solution effectiveness Sustainability Considerations: Integration of environmental and social sustainability into the project design Implementation Strategy: Practicality and adaptability of applying design thinking in public administration settings Individual Written Exam The exam will assess each student's understanding and ability to apply concepts from : Design Thinking Concepts: Understanding of empathy, ideation, prototyping, testing, and implementation Application to Public Sector Challenges: Ability to connect theory to real-world policy and service design Critical Thinking and Reflexivity: Capacity to reflect on learning and evaluate the effectiveness of applied approaches Integration of Sustainability: Awareness of environmental and social impacts in project and policy design
Required Readings	A list of required readings will be made available online
Supplementary Readings	Supplementary readings may be distributed and recommended to the students.
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Industry, innovation and infrastructure