

Syllabus

Descrizione corso

	1
Titolo insegnamento	Service Design
Codice insegnamento	25566
Titolo aggiuntivo	
Settore Scientifico- Disciplinare	SECS-P/08
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Imprenditorialità e Innovazione
Altri Corsi di Studio (mutuati)	loaned from 27609B-LM63
Docenti	dr. Giacomo Buzzao, Giacomo.Buzzao@unibz.it
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	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.
Argomenti dell'insegnamento	The module will address the following topics: - Introduction to Design Thinking - Empathy: Understanding User Needs in Public Services



1	-
	 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
Parole chiave	Design Thinking Sustainable Solutions Sustainability
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	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.
Obbligo di frequenza	
Obiettivi formativi specifici e risultati di apprendimento attesi	
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	For Attending Students
	 Group Project Work and Presentation (50%) 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 (50%)

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%)

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.

Criteri di valutazione

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
Bibliografia obbligatoria	A list of required readings will be made available online
Bibliografia facoltativa	Supplementary readings may be distributed and
	recommended to the students.
Altre informazioni	
Obiettivi di Sviluppo	Città e comunità sostenibili, Innovazione e infrastrutture
Sostenibile (SDGs)	