

# Syllabus

## *Descrizione corso*

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

	<ul style="list-style-type: none"> <li>- Ideation: Generating Innovative Policy Solutions</li> <li>- Prototyping: Developing Tangible Policy Models</li> <li>- Testing: Assessing Solutions in Real-World Public Sector Contexts</li> <li>- Implementing Design Thinking in Public Administration</li> <li>- Sustainability in Design: Environmental and Social Considerations</li> </ul>
<b>Parole chiave</b>	Design Thinking Sustainable Solutions Sustainability
<b>Prerequisiti</b>	
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	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.
<b>Obbligo di frequenza</b>	
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	For Attending Students  1. 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

	<p>discourage free-riding, each group is encouraged to submit a shared statement confirming that all members actively contributed to the final deliverables.</p> <p>The project work grade is valid for one academic year only and cannot be carried over beyond that period.</p> <p>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.</p> <p>For Non-Attending Students</p> <p>Written Exam (100%) The exam will include:</p> <ul style="list-style-type: none"> <li>- Questions covering course content</li> <li>- An additional short essay question designed to critically reflect on and compensate for the practical experience gained by attending students through project work.</li> </ul>
<b>Criteria di valutazione</b>	<p>Evaluation will be based on the following criteria:</p> <p>Group Project Work</p> <p>Empathy and User Understanding: Depth of research and insight into user needs, especially in public service contexts</p> <p>Ideation: Creativity and relevance of proposed policy or service innovations</p> <p>Prototyping: Development of tangible models or frameworks to test ideas</p> <p>Testing and Feedback: Use of real-world or simulated environments to assess solution effectiveness</p> <p>Sustainability Considerations: Integration of environmental and social sustainability into the project design</p> <p>Implementation Strategy: Practicality and adaptability of applying design thinking in public administration settings</p> <p>Individual Written Exam</p> <p>The exam will assess each student's understanding and ability to</p>

	<p>apply concepts from :</p> <p>Design Thinking Concepts: Understanding of empathy, ideation, prototyping, testing, and implementation</p> <p>Application to Public Sector Challenges: Ability to connect theory to real-world policy and service design</p> <p>Critical Thinking and Reflexivity: Capacity to reflect on learning and evaluate the effectiveness of applied approaches</p> <p>Integration of Sustainability: Awareness of environmental and social impacts in project and policy design</p>
<b>Bibliografia obbligatoria</b>	A list of required readings will be made available online
<b>Bibliografia facoltativa</b>	Supplementary readings may be distributed and recommended to the students.
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Città e comunità sostenibili, Innovazione e infrastrutture