1. **This mission of the College** is to serve business and society in the global economy through developing professionally qualified and socially responsible business leaders as well as through advancing the frontiers of knowledge in business management.

2. **The strategic objective of Department of Industrial and Information Management-Graduate Program /Institute of Information Management** is to Cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).

**Graduate Program Learning Goals** (goals covered by this course are indicated by checks):

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<td>1</td>
<td>Graduate students should be able to appreciate business research and to present research findings/results effectively in speaking and in writing.</td>
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<td>Graduate students should be to integrate different functional areas in solving business problems.</td>
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<td>Graduate students should be able to analyze business situations and to recommend innovative resolutions.</td>
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<td>Graduate students should be able to demonstrate leadership skills of a business manager.</td>
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<td>Graduate students should be able to identify ethical dilemmas and to determine necessary courses of action.</td>
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<td>Graduate students should possess a global economic perspective and a vision of the global business environment.</td>
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<td>V 5</td>
<td>Graduate students should be able to coordinate actions and solve problems jointly with other members of a professional team.</td>
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**Instructor:** Hsieh, Pei-Hsuan  
**Office Hours:** By appointment  
**Email:** peihsuan@mail.ncku.edu.tw  
**Phone:** #53121  
**Class Time & Location:** Wednesday N-6, 61208  
**Prerequisite:** n/a  

**Course Description:**

The learning objectives of this course are to provide students hands-on opportunities to experience service design. As the fundamental knowledge about design and service is introduced, the students are encouraged to apply the concepts, to utilize the tools and to be involved in the process of design for developing good quality and high value of services. The practicing methods in Service Experience Engineering and Design Thinking are also introduced to encourage the students further integrate their own professional fields with other knowledge domains in their own designs. The students are expected to obtain ability to take other learning subjects in the service science field, such as Service Experience Design and Interaction Design, after this course. By the completion of this course, the students are able:

**Course Objectives:**

- Students are able to obtain the fundamental knowledge about design and service.  
- Students are able to comprehend the concepts, the tools and the process of service design.  
- Students are able to explore opportunities for service design.  
- Students are able to experience designing service elements in more than one industries  
- Students are able to evaluate the service quality and value of the design.
**Course Content:**
1. Introduction to service design (1) What is service? (2) What is service design?
2. Introduction to service design (3) Principles of service design
3. Trying out service Design (1) Service design process
4. Trying out service Design (2) Service experience story
5. Exploration with the concepts of service design
6. Creation and reflection on service design
7. Implementation and mgt. for service design
8. Enterprise speech (1/2)
9. Enterprise speech or Outings (2/2)
10. Service experience engineering (SEE) – Trend analysis
11. Service experience engineering (SEE) – Value net analysis
12. Service experience engineering (SEE) – Service modeling
13. Service experience engineering (SEE) – POC
14. Service experience engineering (SEE) – POS
15. Service experience engineering (SEE) – POB [ICSSI 2013: May 29-30]
16. On-site enterprise visit http://icssi2013.s3tw.org/
17. Quality and value of service design
18. Group project presentation

**Textbook:**
  - Glushko, R. J. (2010). Seven contexts for service system design.
  - Schneider & Bowen (2010). Winning the service game: Revisiting the rules by which people co-create value.

**References:**
- 服務體驗工程指引（上下冊）資策會
- 顧客洞察者的田野手冊，資策會
- Stickdorn, M., & Schneider, J. (2010). *This is service design thinking: Basics--tools--cases*. Amsterdam: BIS Publishers.
Grading Policy for 101-2 Service Design:

A  10%  Ind. Presentation
B  20%  Ind. Participant and FB postings
C  30%  Ind. Report (3 times, each less than 2 pages)
D  40%  Group project

(*Including a grading scheme for AACSB Multiple Assessment:)

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