

Study Course Title	Project Management II - Service Design
Study Course Code	VadZB077
Branch of Science	Economics and business
Sub-branch of Science	Business management
Credits(ECTS)	3
Total Number of Contact Hours	30
Number of Lecture Hours	8
Number of Seminar and Practical Assignment Hours	22
Number of Hours for Laboratory Assignments	0
Independent Study Hours	45
Language of Instruction	Latvian and English
Course Approval Date	04.11.2025
Responsible Unit	BA School of Business and Finance of the University of Latvia

Study form	Lectures	Seminars and Practical Assignments	Laboratory Assignments	Independent Studies
Full-time Regular Studies	8	22	0	45
Distance learning	2	4	0	69

Course Developer

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Prerequisite Knowledge

Prerequisite knowledge required for the acquisition of the course corresponds to the study programme admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

Study Course Abstract

This course offers a comprehensive introduction to the fundamentals and practice of service design. It explores how to design human-centered services that deliver value for both users and organizations. Participants will gain theoretical knowledge and practical skills through a mix of lectures, case studies, and hands-on workshops. The course focuses on key phases of the service design process—from understanding the service ecosystem to implementing real-world solutions.

The aim of the course is to learn tools and techniques of Service Design to create and redefine services using a multistakeholder perspective, that takes into account the relationship between users and service providers. The course will guide the students through the process of design from analysis to research methodologies, from brainstorming to synthesis, prototyping, and communication of a research project.

Course Plan Full-time Regular Studies

- 1.Introduction - what is service design? 1L
 - 2.Introduction - service as an ecosystem 1L
 - 3.Service Design workshop - The potential of Service Design for the business 1L 3S
 - 4.What role does research play in service design? 1L 3S
 - 5.Turning data into insights 1L 3S
 - 6.Service Design workshop – Creating a service blueprint 1L 4S
 - 7.Developing concepts 1L 2S
 - 8.Evaluating results, concepts and solutions 1L 2S
 - 9.Prototyping 4S
 - 10.Implementing solutions 1S
- Total 8L 22S

Course Plan Distance learning

- 1.Introduction - what is service design? Service as an ecosystem 1L

- 2. Service Design workshop - The potential of Service Design for the business 1Pd
- 3. What role does research play in service design? Turning data into insights 1S
- 4. Evaluating results, concepts and solutions, Service Design workshop – Creating a service blueprint 1Pd
- 5. Developing concepts, Prototyping 1L
- 6. Implementing solutions 1S
- Total 2L 2S 2Pd

Characterization of students' independent work organization and tasks

Full-time: Group work, reflections and presentations of results.

Distance: Independent self-directed study via Moodle (video lectures, study materials, self-assessment tests, etc.).
Group work and on-line reflections.

Learning Outcomes

Knowledge:

- 1. Understanding of business goals and activities and long-term impact in the context of service redesign
- 2. Understanding of project and organizational constraints, ability to discuss them, work within them, achieve adaptations
- 3. Understands the service user, is able to prioritize user needs, and find appropriate methods to solve them

Skills:

- 5. Able to conduct research, make evidence-based decisions
- 6. Able to prototype and manage the prototyping process
- 7. Ability to make decisions in a group, achieve agreement between different parties

Competence:

- 8. Ability to work in an interdisciplinary environment, combining user needs, business goals and technical constraints
- 9. Ability to manage the process and make decisions under conditions of uncertainty

Requirements for Awarding Credits

Intermediate tests or midterms:

- 1. Test, graded on a 10-point scale. Weighting in the overall grade – 20%
- 2. Active attendance in the class, Weighting in the overall grade – 10%
- 3. Group work. Weighting in the overall grade – 20%

Final test:

- 3. Exam – Group work presentation, graded on a 10-point scale. Weighting in the overall grade – 50%

Criteria for Evaluating Learning Outcomes

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes								
	1	2	3	4	5	6	7	8	9
1. Test	+	+	-	+	-	-	+	+	-
2. Active participation in class	+	+	-	+	+	-	-	+	-
3. Group work	+	+	+	+	+	+	+	+	+
4. Exam - Group work presentation	+	+	+	+	+	+	+	+	+

Compulsory Reading List

- 1. Arvola, M., & Artman, H. (2007). Enactments in Interaction Design: How Designers Make Sketches Behave. Artifact.
- 2. Brown, Tim. (2009). Change by Design. New York: Harper Collins.
- 3. Charan, Ram and A.G. Lafley. (2008) The Game Changer: How You Can Drive Revenue and Profit with Innovation. New York: Crown Business.
- 4. Czarniawska, B. (2007). Shadowing and other techniques for doing fieldwork in modern societies. Malmö: Liber.
- 5. Dearden, A. (2006). Designing as a conversation with digital materials. Design Studies.
- 6. Eckert, C., & Stacey, M. (2000). Sources of Inspiration: a language of design. Design Studies.

Further Reading List

1. Edvardsson, B., Gustafsson, A., Johnson, M. D., & Sandén, B. (2000). *New Service Development and Innovation in the New Economy*. Lund: Student- litteratur.
2. Ehn, P. (1992). *Setting the stage for design as action : artifacts for partici- patory design in theory and practice*. Nordisk arkitekturforskning.
3. Goldstein, S. M., Johnston, R., Duffy, J., & Rao, J. (2002). *The service concept: the missing link in service design research?* Journal of Operations Management
4. Gallouj, F., & Weinstein, O. (1997). *Innovation in services*. Research Policy.
5. Glaser, B. G., & Strauss, A. L. (1967). *The discovery of grounded theory : strate- gies for qualitative research*. Chicago: Aldine.
6. Herring, S. R., Chang, C.-C., Krantzler, J., & Bailey, B. P. (2009). *Getting inspired! Understanding How and Why Examples are Used in Creative Design Practice*. CHI2009
7. *Designing Services with Innovative Methods* (pp. 78-97). Keuruu, Finland: Otava Book Printing LTD
8. Holmlid, S. (2007). *Interaction design and service design: Expanding a comparison of design disciplines*. Nordes. Stockholm.
9. Koivisto, Mikko and Satu Miettinen, ed. (2009). *Designing Services with Innovative Methods*. Keuruu: University of Art and Design Helsinki.
10. Krippendorff, K. (2006). *The semantic turn: a new foundation for design*. Boca Raton, FL.: CRC Press.
11. Lockwood, Thomas, ed. (2010). *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*. New York: Allworth Press.
12. Martin, Roger. (2006). *The Design of Business*. Boston: Harvard Business Press, 2009.
13. Mattelmäki, Tuuli. *Design Probes*. Vaajakoski: Gummerus Printing.
14. Miettinen, S., & Koivisto, M. (2009). *Designing services with innovative met- hods*. Helsinki, Finland: TAIK/ Kuopio Acadademy of Design.
15. Moritz, S. (2005). *Service Design: Practical Access to an Evolving Field*. Cologne, Germany: Köln International School of Design

Periodicals and Other Sources

1. Lecturers' materials in Moodle