

## 62940 - Product-service design

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	110 - Escuela de Ingeniería y Arquitectura
Degree	562 - Master's in Product Development Engineering
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Compulsory
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on Project Based Learning (PBL), where students, organized in teams, will carry out a real-life project related to service design. A wide range of teaching and learning tasks are implemented, such as lectures and practice sessions where students can apply the concepts and tools explained in these sessions to their own projects.

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### 5.2.Learning tasks

The course (6 ECTS: 150 hours) includes the following learning tasks:

- Lectures (20 hours)
- Practice sessions (40 hours)
- Project (70 hours)
- Autonomous work and study (10 hours)
- Assessment (6 hours)
- Other tasks (4 hours)

### 5.3.Syllabus

The course will address the following topics:

1. Product, extended product and service experience.
2. Product system service.
3. Development of methodology in the field of the service item.
4. Tools for exploration.
5. Tools for creation and reflection.
6. Tools for implementation.
7. Business model canvas.

### 5.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class.

### 5.5.Bibliography and recommended resources

- Curedale, Robert. Service design, 250 essential methods / Robert Curedale Published by Design Community College Inc.
- This is service design thinking : basics - tools - cases / [edited by Marc Stickdorn and Jakob Schneider] Amsterdam: BIS Publishers, 2011