

# FDS - Bases of service design

**Study area:** 2 - Bases of service design and social innovation

**Character:** Theoretical and methodological training

**Type:** Compulsory

**ECTS credits:** 3

**Academic Year:** First

**Semester:** First

**Language of instruction:** Catalan, Spanish and English

**Prerequisites:** -

## Presentation

The subject "Bases of service design" provides the fundamentals for understanding Services as complex systems composed of people, processes, material elements and time frames. The sessions identify the basic tools to be able to design or redesign them around a value proposition distributed among all the stakeholders of the ecosystem, controlling their potential impacts. The subject is based on the combination of theory and case study, so that all students participate in a group project on a topic that is developed from the beginning to the end of the subject.

### FDS - Bases of service design

**Contents:** 1st semester Compulsory ECTS: 3

- I. The principles of service design.
- II. The process of service design.
- III. The main resources and tools for service design.
- IV. Examples of service design.