Karlsruhe Institute of Technology

INSTITUTE OF INFORMATION SYSTEMS AND MARKETING
Research Group "Information Systems and Service Design" (ISSD)
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http://issd.iism.kit.edu/

Syllabus
Lecture: Digital Service Design

Course Description

Digital services represent a specific category of services and leverage information & communication technology in the service delivery process. Designing services is different from designing products. In contrast to products being discrete and tangible objects, services are co-produced and only provide value when they are actually used.

Course Objectives

The aim of this course is to introduce key concepts, methods and techniques of digital service design. A specific emphasis is set on introducing digital service design techniques and tools supporting the key activities of discover, define, create, and deliver is given. Furthermore, a more holistic digital service design lifecycle perspective covering the phases of strategy, discovery & planning, development, operations & improvement is provided.

The lecture is complemented with a capstone project, where students leverage techniques and tools from the lecture to suggest new digital services or improvement of existing ones. The challenge is carried out in cooperation with a practice partner.

The students

- get a deeper understanding of design in general and specifically understand what digital service design comprises
- can conceptualize and operationalize important digital service design goals & outcomes
- know the most important digital service design techniques & tools and can apply them in real-world scenarios
- understand the entire digital service lifecycle ranging from strategy, discovery & planning, development, operations & improvement

Course Requirements

The course is offered by the Institute of Information Systems and Marketing (IISM) at the Department of Economics and Management of KIT. It is designed for master students in industrial engineering & management as well as information engineering & management. Students from other disciplines (e.g. computer science, mechanical engineering) are also invited to participate.

Grading

The course has two grading components: Exam (60%) and Capstone Project (40%). First, there will be a 60 minutes closed-book / closed-notes exam consisting of short-answer and analytical questions. Second, teams work in a capstone project on a real-world problem provided by an practice partner and deliver a presentation as well as a document. Both grading components need to be passed (grade 4.0 or better). A fail in either the exam or the capstone project results in a fail of the entire course.

There is no retake possibility for the capstone project. Thus, if you fail the capstone project, you need to re-take the entire course in the upcoming year.

Registration and Organization
Please register via the learning platform ILIAS to the course. For specific dates and location of the lecture, please check the Website or portal. All questions regarding content, organization, and certificates are answered by the responsible single point of contact for the lecture as documented on the research group Website.

Course Materials
Course material is provided in the form of a presentation slide deck with further references to books and publications.

Course Outline
The course consists of 9 lectures and a complementary capstone project.