



## Course Module Description

### General module information

Title: Strategy and Business in Services

Type: Course module

Language of instruction: English

Location of the lecture: Campus Copenhagen

ECTS points: 5 ECTS

Period: 1 September 2022 — 31 January 2023

### Placement

3rd semester, M.Sc. in Service Systems Design

### Module coordinator

[Luca Simeone](#) (coordinator), [Judi Stærk Poulsen](#) (secretary)

### Academic content and relationships to other modules/semesters

The formal study plan description of the module can be found here:

<https://moduler.aau.dk/course/2022-2023/MSNSSDM3203?lang=da-DK>

This course offers a theoretical background and practice-oriented methods to work on the strategic and business dimensions of service design processes and projects.

During the course, the students will be provided with a real-world challenge and a related design brief. By combining approaches and techniques from service design, design management, business modelling, foresight, strategy development and strategy execution, the students will develop their own ideas in relation to this design brief.

Students benefit from previous courses that provide strong foundations of service design approaches and practical methods.

### Objectives and learning goals

After ending the course, the student should:

- Know about theories and methods for business ideation and development, particularly in relation to service design
- Know how to develop and execute an innovation- and service-oriented strategy
- Know how to define and implement a business model for service design projects
- Be able to pitch entrepreneurial ideas

The objectives are met by involving the students in a real-world and service-oriented project where they will have to carefully reflect upon the strategic, organizational, economic and financial components of services.

### Extent and expected workload

Up to 4 mini-modules, divided into lectures with literature preparation (2 ECTS), workshops and exercises (2 ECTS) and hand-in of written essay (1 ECTS).

### Pre-requisites for participation

See the module description (find the link above) for any further detail on pre-requisites.

### Examination

**Modality and duration:** Individual written exam based on written assignment submitted at a deadline and then graded

**Assessment:** In accordance with the 7-point grading scale

**Pre-approved aids:** None

**Prerequisites for participation:** None

**Further detail on the exam:** Each student will have to submit their own essay for evaluation (11 A4 pages, with a minimum of 2.500 words). Please note that the essay will not only be evaluated in relation to the business idea there presented but also and foremost in relation to how the essay demonstrates if and how the student possesses advanced knowledge of theories and methodological tools to analyse and suggest appropriate and innovative strategy and business models for service design projects.