



Semester description

General information about the semester

Semester: SSD9, 3rd semester, M.Sc. in Service Systems Design

Department: [Architecture, Design and Media Technology](#)

Study Board: [Media Technology](#)

Period: 1 September 2022 — 31 January 2023

Study plan: <https://studieordninger.aau.dk/2022/35/3002>

Semester theme description

Title: The business of services

The third semester focuses on the strategic and business dimensions of service design. Students will explore the functioning of service design in a business framework while experimenting with and reflecting on the theoretical and methodological knowledge acquired in the previous modules. This knowledge will be applied to a specific study area, a business sector, or a case.

In practice, the students have the opportunity of hands-on experience in service design through an internship with a company or an organization. As an alternative, they can work on the theoretical elaboration of a topic or a case. In addition, students are required to attend the course 'Strategy and business in services'.

The deliverables for the semester project include a report of the internship or of the theoretical elaboration.

Semester organization

The distribution of ECTS in this semester is organized as follows: (a) an internship (25 ECTS) or a theoretical elaboration of a topic or a case (25 ECTS) and (b) the course 'Strategy and business in services' (5 ECTS).

It should be stressed that AAU expects each student to spend 30 hours of study per ECTS credit, amounting to 900 hours per semester. This gives a load of about 45 hours per week.

The aim of the course 'Strategy and business in services' is to provide advanced knowledge on theories and tools to analyse and suggest appropriate business models and strategic approaches for service companies or service design projects. During the semester, the students will also explore innovation paths that are not necessarily anchored to functional and profit-oriented needs but are rather triggered by participatory approaches geared toward a broad array of possibilities for value creation.

Semester coordinator and secretary

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