



Project module description

General module information

Title: Services as Interaction
Type: Project module
Language of instruction: English
Location of the lecture: Campus Copenhagen

ECTS points: 25 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 in the links below.

Theoretical elaboration of a topic or a case:

<https://moduler.aau.dk/course/2022-2023/MSNSSDM3202?lang=da-DK>

Project-Oriented Study in an External Organization:

<https://moduler.aau.dk/course/2022-2023/MSNSSDM3201?lang=da-DK>

The purpose of this module is to give the student the opportunity to further reflect and elaborate on the theoretical and methodological knowledge acquired in the previous modules, by applying this knowledge to a specific study area, business sector, or case. The students typically go for project-oriented work in collaboration with a company or an organization (internship), where they can have hands-on experience in service design. The course offered in the third semester supports the project module, providing an integrative perspective on the general topic of strategies and business for services.

Objectives and learning goals

The main objective of the project module is to focus on the business, strategic and entrepreneurial aspects of service design. This can be done through (1) project-oriented work in a company or (2) through the elaboration of a theoretical case.

In the first case, by the end of the semester, the students must be able to manage and solve systemic tasks related to service design in cross-disciplinary teams in a company, design studio or similar. In the second one, the students must be able to plan and carry out research in a chosen subject and have the capacity to describe their chosen problem in a theoretical and methodological framework as well as to draw conclusions on the basis of their own analysis of the results.

Extent and expected work load

The project module of 25 ECTS has a workload concentrated evenly across the semester. The designed service has to be presented in a written report. Lectures provided within the course 'Strategy and business in services' will support the understanding of the semester theme, by providing different perspectives on design-driven innovation, entrepreneurship and industrialization of services.

Pre-requisites for participation

The prerequisites for participation are listed in the module description (see link above).

Examination

The module is examined through a standard individual or group-based project exam. See the module description (see link above) for any further detail on requirements, examination and assessment.

It is a prerequisite for being allowed to take part in the project examination that the project documentation is handed in on time ([see exam rules](#)).