



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: 15 ECTS

Period: 1 September 2022 — 31 January 2023

Placement

1th semester, M.Sc. in Service Systems Design

Module coordinator

[Amalia de Götzen](#) (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/MSNSSDM1201?lang=da-DK>

Through all the courses of the semester, the students are expected to acquire a basic understanding of the nature and characteristics of services, along with their structure in relation to its time, experience and interaction factors. In the project module, they will apply to a specific case their knowledge and they will be supervised in order to analyze existing services and to find possible opportunities for new ones. The project module is the real context in which the students will make use of the methods and tools learned in a coherent process.

Objectives and learning goals

The aim of the project module is to allow the students to comprehend the nature and characteristics of the interaction between service providers, technologies and users in a service encounter. They are expected to be able to design a simple service, its structure, components and actors, organizing the sets of operations, sequence of events, interactions and material evidences that characterize it.

Extent and expected work load

The project module of 15 ECTS has a work load concentrated mostly in the two last month of the semester. The development of the project requires different kind of expertise and actions: from the analysis of the context to sketching possible opportunities and prototyping them. The designed service has to be presented in two written reports. One focuses on the product itself, the other on the design process.

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 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](#)).