



# Service and System Thinking

## Department of Computer Systems and Communications

Academic Year: 2016-2017

### Introduction

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# SUMMARY OF THE COURSE

**Learning objectives:** Course aims to offer to students the opportunity to develop a strong conceptual framework to see problems in holistic way and to appreciate different viewpoints. Following the pathway traced by the course of PA194 - Introduction to Service Science, the course will develop a broad range of critical and reflective thinking skills. In this direction, it aims to help the student in developing a multi and transdisciplinary capability to better understand risks and opportunities for IT professionals in emerging social and economic scenario. Final aim is to support students to be more competitive both from theoretical as well as from practical point of view.

**Course contents:** The course will offer to the student first elements about: - Service Marketing - System Approaches - Market Analysis - Stakeholder Analysis - Satisfaction and Loyalty - Value co-creation - Service Management of human resources - Service Management of Information and Communication Technology - Service Innovation in Service Networks - Measuring in Service Productivity

**Teaching methods:** Presentations + case studies

**Assessment methods:** Course requires to apply theoretical concepts learned during the lessons to investigate social and economic sectors of our society. Students will identify a firm to analyze in order to explain in which ways firm's strategies and behaviors endow principles of service and system thinking. Therefore, project work will require to students to verify in which way service and system thinking can support a better understanding and evaluation of social and economic problems.

# BOOKS AND FUTURE READINGS

Cardoso, J., Fromm, H., Nickel, S., Satzger, G., Cham, R. (2015), *Fundamentals of service systems*. Springer, New York.

Maglio, P.P., Kieliszewski, C.A., Spohrer, J.C. (2010). *Handbook of service science*. Springer, London.

Hefley, B., Murphy, W. (2008). *Service science, management and engineering: education for the 21st century*. Springer, New York.



# SCHEDULE

## Lessons:

Friday            10:00 – 11:50    (C511)

## Consultation hours:

Room: B415

Monday:            12:00 – 13:00



**WEB PAGE:** <http://www.muni.cz/fi/people/239347>