

Final summary

Introduction to Service Science

Main topics to remember

- Service economy
- Service Dominant Logic
- Service system modelling
- Service environment and service cooperation
- Asymmetric information and its role in IT
- Software as a Service
- Basic of Diamond Path (4 diamonds)

Service economy

- Product economy and basic consequences
- Development of service economy, why it is important
- Role of service in global economy
- Why everything is a service?

Service dominant logic

- Product dominant logic and its paradigm
- Service dominant logic basic paradigms
- SDL advanced paradigms
- What is value proposition?
- Difference in the role of customer in PDL and SDL

Service system modelling

- Basic entities and their roles
 - Provider
 - Client (Customer)
 - Target
- Relation among them
- Mention and use principle
- Role of time

Service environment

- How we build service environment
- Basic features of the environment
- Special cases of cooperation between service systems
 - Cooperating service systems
 - Dual service system

Asymmetric information

- Definition and differences
- Basic concepts and models
 - Information about the price
 - Information about the quality
- Auction models
- Moral hazard
- Role of IT in the Framework of Asymmetric information

Software as a Service

- Basic ideas, advantages and disadvantages
- How to communicate with managers
- Basic features, presented in SWOT

Diamond Path

- Concept of 4 diamonds
- See, Recognize, Organize, Do
- What are they good for?
- What do they describe.
- To know how to use them in service development

Exam

- Two parts
 - 5 closed question
 - 3 open question
- Special term (in special cases) – Friday December 16th
- Other terms will be open in IS this Wednesday