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

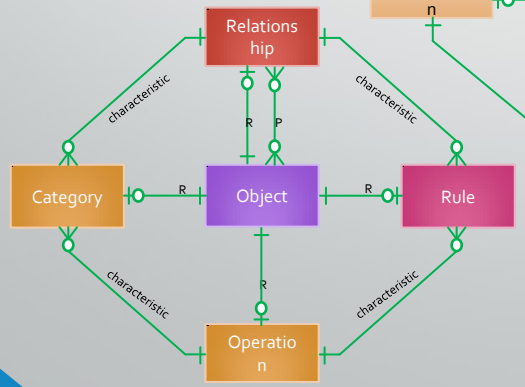
Asymmetric information

- 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

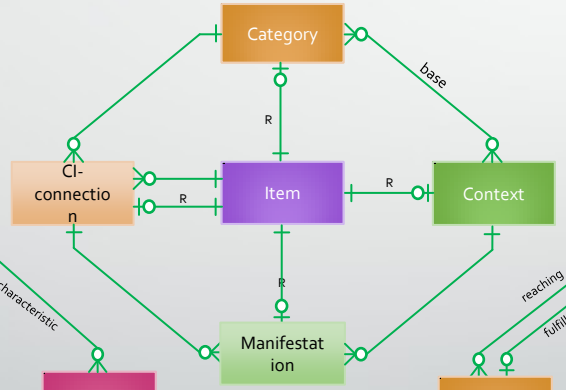
Diamond-Path Framework

Overview

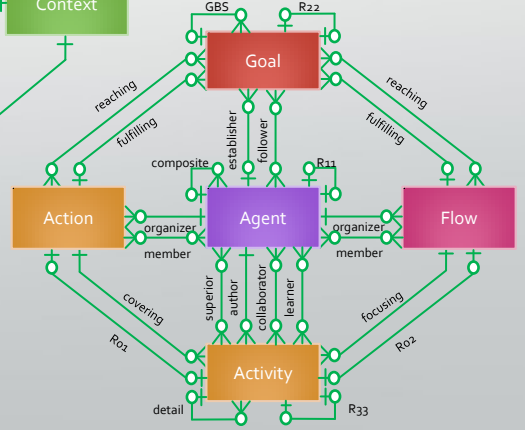
Attention Focussing



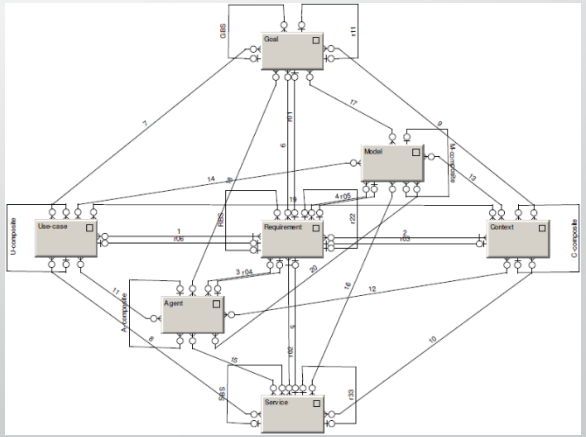
Cognitive Elements



Agent-Team Organization



Predictive Behaviour



Simple case study

- Assignment:
- To develop a service that recommend a proper road to the user, depending on the particular situation of the user.

Realization

Context	Requirement
Healthy run of the citizen	To find optimal road
Race of the moto bikers	To find optimal road
Emergency service	To find optimal road

Exam

- Two parts
  - 5 closed question
  - 3 open question
- Exams will be open in IS this Wednesday