



Service and System Thinking

Department of Computer Systems and Communications

Academic Year: 2024-2025

Introduction

Francesco Caputo

fcaputo@mail.muni.cz

SUMMARY OF THE COURSE

Learning objectives: The course endeavours to provide students with a distinctive opportunity to cultivate a robust conceptual framework, enabling them to perceive problems in a holistic manner while fostering an appreciation for diverse perspectives. Building upon the foundational knowledge instilled in the 'Introduction to Service Science' course, this curriculum is meticulously designed to cultivate a diverse set of critical and reflective thinking skills. The ultimate goal is to empower students with a competitive edge, not only in theoretical comprehension but also in the practical application of their knowledge. By instilling a comprehensive understanding of the intricate interplay between technology and society, the course aims to produce graduates who are not only well-versed in theoretical principles but also adept at applying this knowledge in real-world scenarios. Through this holistic approach, students are poised to emerge as well-rounded professionals capable of addressing the complexities of the contemporary IT landscape with confidence and innovation.

Course contents: The course will offer to the student first elements about: Service Marketing; Systems Approaches; Systems thinking; Market and Stakeholder Analysis; Value co-creation paths and approaches; Service Management between human and digital dimensions

SUMMARY OF THE COURSE

Teaching methods: Presentations + case studies

Assessment methods: Case study & project work (12hrs of group work inc. a final presentation). The course mandates the practical application of theoretical concepts assimilated in class, directing students to explore the intricate dynamics of our social and economic sectors. To achieve this, students are tasked with selecting a specific firm for in-depth analysis, delving into the ways in which the strategies and behaviors of the chosen company exemplify the principles of service and systems thinking. The project work becomes an immersive exercise, compelling students to scrutinize the identified firm comprehensively. By articulating how the organization's strategies align with the principles of service and systems thinking, students are challenged to draw meaningful connections between theoretical frameworks and practical manifestations within the business realm. This process necessitates a nuanced understanding of how service-oriented principles and systemic thinking can be intricately interwoven to shape the strategies and operations of a modern enterprise

Recommended literature: Barile S. (2023). Systems thinking and viable systems. Giappichelli, Torino.

SCHEDULE

Lessons:

Monday	16:00 – 19:50 (B410)
Tuesday	14:00 – 15:50 (A320)
Wednesday	14:00 – 15:50 (B410)
Thursday	10:00 – 11:50 (A318)
Thursday	14:00 – 15:50 (A318)
Friday	12:00 – 15:50 (A320)



Consultation hours:

Before and after the lectures

FOR ANY QUESTIONS

Please contact me and stay tuned



LinkedIn



Email



Skype

