

# Solutions in Service Design

**Course code:** E-DPS101\_1

**Credits (ECTS):** 10

**Semester tuition start:** Autumn

**Number of semesters:** 1 semester

**Exam semester:** Spring, Autumn

**Language of instruction:** English

**Offered by:** Faculty of Social Sciences, Norwegian School of Hotel Management

## Contents

In this course, students will obtain an understanding of the foundation for the design of service experiences that impact culture and community development in a sustainable fashion. Students will actively learn how to engage with a variety of entrepreneurial tools that can be used to design or innovate upon existing services that contribute to culture and community development in a sustainable fashion.

## Learning outcome

### Learning Outcomes

After completing the course, you should have the following knowledge, skills, and general competencies:

#### KNOWLEDGE

- Understand hospitality and defining a service experience from brainstorming to iteration
- Knowledge of success metrics and indicators to evaluate service experiences
- Knowledge of using a SWOT analysis in the hotel and restaurant sector
- Design elements of a service experience for an existing organization
- Methods to evaluate an existing service experience

#### SKILLS

- Describe a service experience in relation to entrepreneurship idea, necessary skills, and entrepreneurial success
- Compare different entrepreneurial tools used to develop service experiences
- Use entrepreneurial tools to design or further develop a service experience at a specific destination in Norway in a sustainable fashion

#### GENERAL COMPETENCE

- Capable of using tools to design a service experience in Norway
- Ability to evaluate service experiences
- Exposure to VR modules as a frame for service design
- Ability to define success and success metrics for new or existing service experiences
- Recognize tools available for service design based on a specific organization's needs

Experience in the hospitality or healthcare industry. Prior business or hospitality coursework.

## Exam

### Quizzes and Course Portfolio

Form of assessment	Weight	Duration	Marks	Aid
Quizzes	2/5		A - F	Dictionary 1)
Course Portfolio	3/5		A - F	All

1) English-native language dictionary.

There are two quizzes during the semester that cover material assigned in coordination with the course. Each quiz is submitted individually. The quizzes together counts in total 2/5 of the final grade. Both quizzes must be completed to be eligible to take the Course Portfolio.

The Course Portfolio encompasses two sections—including the creation of a 2-minute video submission in response to a case-study example in hospitality and a 10-page term paper. The Course Portfolio is submitted individually. The Course Portfolio is worth 3/5 of the final grade.

In the case of a re-sit exam, the student must retake the complete portfolio with the two sections. The re-sit exam can be taken in the same semester.

## **Coursework requirements**

Attendance 75%

Required participation (over 75% attendance) in the four live Zoom sessions.

Internet access required. Microphone/headphones/camera required for Zoom sessions.

Online access weekly to complete assignments, lectures, case studies, quizzes, and other course content and engagement in an asynchronous fashion within the week assigned.

## **Course teacher(s)**

- Mona Anita Kristiansen Olsen (Course coordinator)

## **Open to**

- Admission to Single Courses at the Faculty of Social Sciences

## **Course assessment**

The course will be student-evaluated in accordance with the evaluative system of the Faculty of Social Sciences.

## **Literature**

The literature for the course will be posted on Canvas prior to the start of the course.