

# Applied Service and Technological Design

**Course code:** E-DPS102\_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 leverage their knowledge on service design and technology design create an applied service experience for their local communities in Norway. A focus on sustainability, evaluation of existing services experiences in the local Norwegian market, designing and sharing a hospitality experience with others for feedback, and networking will be included.

## Learning outcome

### Learning Outcomes

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

#### KNOWLEDGE

- Understand sustainable service design (environmental and economic components) in hospitality and technology services
- Knowledge of local community goals and key drivers for business
- Knowledge of UN sustainability goals
- Understand tools to help with thought association and branding (pyramid)

#### SKILLS

- Analyze different approaches to make an imaginary or existing service experience sustainable (environmental and economic)
- Evaluate existing approaches to the development of sustainable service experiences in relation to development of good local communities (social sustainability)
- Develop a sustainable service experience for use in a local community

#### GENERAL COMPETENCE

- Ability to network with peers inside and outside the classroom
- Capability of collecting ideas and feedback on business concepts
- Awareness of consumption of public services
- Awareness of networking opportunities and goals for moving an experience forward
- Ability to evaluate events calendar programming for the hospitality sector

Experience in the hospitality or healthcare industry. Prior classes in either hospitality, business, or technology required.

## 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 weights total 2/5 of the final grade. Both quizzes must be completed to be eligible to take the Course Portfolio.

The Course Portfolio encompasses the creation of a project plan for an applied service event in a student's local Norwegian community. It has a written portion and a recorded pitch portion (2-minutes). 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)

## **Method of work**

This course will be delivered online in a hybrid format including both synchronous (four sessions on Zoom) and asynchronous (eight sessions on Canvas—2 per week) instruction. Various technology tools will be used including Zoom, Canvas, etc....The course content will be delivered over an eight-week period. Internet access, microphone, headphone, and camera are required. The course will be delivered in English. Textbook readings, industry research, case studies, virtual modules, and online discussions will be incorporated into the course.

## **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.