

SERVICE DESIGN DEPARTMENT



master in **SERVICE DESIGN**

Design and manage innovation and customer experience for the service industry

The Master in Service Design integrates design and management approaches to conceive competitive offers, novel performances, user engagement and added value for services.

DURATION

12 months

FIRST INTAKE

Fall/Winter 2010/11

CONTACT

infoservicedesign@domusacademy.it

THE COURSE

Service design is a relatively recent interdisciplinary practice that emphasizes the centrality of users and the user experience into service management and innovation. The Master program focuses on consumer services (B2C): from hospitality and tourism, to financial and commercial services, to healthcare and public services.

The first semester mixes introductory lessons, aimed at providing the conceptual, theoretical, and operational tools, with workshops aimed at practicing service design through the simulation of actual cases, performed with the cooperation of a service company. In the second semester the students will conclude the program with an individual Master Thesis, supervised by a project leader, on a service design case.

INFORMATION

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TUITION FEE

15.000 EURO + 20%VAT FOR EU CITIZENS
17.000 EURO + 20%VAT FOR NON-EU CITIZENS

LANGUAGE

ENGLISH. SOME LESSONS MAY BE SIMULTANEOUSLY TRANSLATED FROM ITALIAN INTO ENGLISH



WORKSHOPS

The workshop activity includes investigations on customer experience, service innovation and service branding with thematic workshops focused on specific service sectors. The activity mixes tutored studio work with lectures and critic sessions.

THE OBJECTIVE

The educational objective is to provide the conceptual and operational tools for designing and managing service innovations, such as customer experience assessment and improvement, design of service organizational procedures, service interface design, as well as envisioning, feasibility and implementation of new service ideas.

THE AUDIENCE

The program addresses graduates in humanistic studies, social sciences and communication, business and design-related disciplines, willing to work in the service industry.

THE FUTURE

Participants of the Master in Service Design can aspire to a wide range of career opportunities: from strategic positions within Service companies (strategic marketing, brand management, customer care, quality managers, training departments) to service design consulting companies, up to entrepreneurship.

Italstudio

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