

NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School  
Department of Decision Sciences

**DSC4211G: Service Design**

**Instructor:** Professor Sheryl Kimes

**Session:** Semester 2, 2016/2017

**Module Overview**

When you go on holiday, how do you choose a hotel? If each hotel was charging the same rate, which one would you choose? Would it be a Hilton, Marriott, or something else? Why? Or, when you need to buy something online, how do you select which site to you choose? Why?

The reason people choose one offering over another is based on the principles of service design. In its simplest terms, service design is a process that can be used to develop the framework for a business to deliver superior service for it's target customers. What makes service design different from traditional disciplines, such as finance, management, and accounting, is that it is a new, complex field and must be looked at from an interdisciplinary approach. The best way to study service design is to first look at the ways that a business needs to engage its customers, and then design programs and facilities to match their customer's wants and needs.

This course will examine and apply the principles of service design to various industries including hospitality, health care and finance.. Using both theory and practical examples, students will learn how to approach the challenges in designing exceptional service. While it is useful to discuss examples in a classroom setting, there is no substitute for hands-on experiences, and one of the final components in the module will be one or two site visits to see the results of good service design in action.

**Reading List**

Cases and articles related to service design principles and implementation.

**Assessment Methods**

Case Analyses/homework (Individual)	35%
Project (group)	50%
Participation	15%