



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Management and service design

2122-106R-MSD

---

#### Title

Management and service design

#### Teacher(s)

Elisabetta Marafioti (UNIMIB); Daniela Pianezza (University of Essex)

#### Language

English

#### Short description

Program:

- Introduction into the basic principles and key literature of service management with special emphasis on service marketing.
- Service concepts,
- Service design

- Service strategy,
- Communicating and positioning services in competitive markets.

Objectives: *the course aims to provide an in-depth insight in designing, managing and delivering quality services (tools and strategies that address these challenges). It also develop an understanding of the “state of the art” service management thinking and promote a customer service-oriented thinking.*

Evaluation: Paper

### **CFU / Hours**

5 CFU - 40 hours

### **Teaching period**

II year, I semester

---