



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management and service design

2223-106R-MSD

Title

Management and service design

Teacher(s)

Elisabetta Marafioti (UNIMIB); Mattia Martini (UNIMIB); Alessandro Sancino (UNIMIB); Fulvio Scognamiglio (OPEN U.) Benedetta Trivellato (UNIMIB); Daniela Pianezza (UNIVR)

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

3 CFU - 24 hours

Teaching period

II year, I semester

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
