



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Management and service design

2324-106R-MSD

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#### Title

Management and service design

#### Teacher(s)

Monica Carminati (UNIMIB); Elisabetta Marafioti (UNIMIB); Mattia Martini (UNIMIB); Alessandro Sancino (UNIMIB); Fulvio Scognamiglio (OPEN U.) Benedetta Trivellato (UNIMIB);

#### 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

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