

## LOGO DELLA STRUTTURA PRIMARIA

COURSE: Innovation in Services			
ACADEMIC YEAR: 2016/2017			
TYPE OF EDUCATIONAL ACTIVITY: Affine			
TEACHER: Giovanni Schiuma			
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phone: 393.0012767		mobile (optional):	
Language: english			
ECTS: 8 (lessons e tutorials/practice)	n. of hours: 56 (lessons e tutorials/practice)	Campus: Potenza Dept./School: DIMIE Program: Economia Aziendale	Semester: I

### EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course aims at providing students with an understanding of the characteristics and dynamics of innovation in the service sectors. In this context, it puts emphasis on the economic and social relevance of the service sectors and their role as innovative actors within the economy; it highlights the specificities of services and the differences across service activities; it identifies the specificities of innovation in service sectors as compared to manufacturing sectors and discusses ways of elaborating innovations in services, such as new *concepts* of service, design and implementation of innovative business models, design of specific *customer experience*, advanced approaches and tools for measuring and managing performance, intellectual and knowledge management, relationships among *creativity-based*, *technology-based* e human resources dimensions in different *industries* (media and ICT, cultural services, *leisure* and *entertainment*, health, P.A, social enterprises, organization and management of great events, tourism and hospitality, fashion, design, luxury and supply chain linked – directly or indirectly – to the arts, show business, movie, new media. Specific attention will be paid to create new knowledge and capacities on the issues related to Cross Innovation, Design Thinking and Business Development.

**Applying knowledge and understanding** - Capacity to understand approaches models, tools and initiatives at the basis of the innovation management in the services sectors. Apply the traditional and new principles of management in order to support and drive the development of the organizational innovation capacity. Capacity to create awareness and stimulate thoughts and actions towards Innovation Entrepreneurship, Design Thinking and Business Development.

**Making judgements** - Capacity to develop an interdisciplinary attitude to the interpretation, analysis and solution of innovation problems and challenges in services industries. Capacity to apply analytical skills and awareness of the relevance of the new technological and soft dimensions for the performance improvement and competitiveness of 21<sup>st</sup> century organisations.

**Communication skills** - Ability to present and discuss the main management insights about the innovation processes within services industries, as well as related approaches, methodologies, techniques and tools. Capacity to link the issues of the innovation management with other economic and managerial fields. Capacity to present critically the insights of desk analysis, empirical analysis, case studies and project works.

**Learning skills** - Understand how to combine quantitative approaches and qualitative methodologies to investigate organizational problems and innovation challenges in services industries.

### PRE-REQUIREMENTS

Fundamental notions and approaches developed by managerial disciplines as well as by economics and business laws in order to better frame and understand innovation dynamics within service organizations

### SYLLABUS

The Innovation in Services course will examine the strategic, organizational and technological issues related to the innovation management in the services industries. It will review the traditional and the new principles of economics, management and social sciences at the basis of the innovation dynamics in the production and commercialization of knowledge-intensive and intangible-based products and will analyze the approaches, methods, models, tools and

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initiatives designed and implemented by successful international companies and organizations to support and drive the performance improvement and the development of the innovation capacity in business services.

### **The services in the economic system**

Reminds of innovation management

General profiling of the services industries

Features and peculiarities of the services industries and implications for the innovation management

The strategic perspective of the innovation management in services industries

The innovation in services supporting manufacturing companies

### **Basics of innovation management in services industries**

The focus on the customer

The design of the delivery of the service

The standard of the services

The physical support and the servicescape

### **The managerial dimensions for the service innovation**

Service innovation

Business model innovation

Design-thinking for innovation

Cross-innovation e arts-based management

The role of the HR for the delivery of the service

The role of the customers for the delivery of the service

The role of technologies for the delivery of the service

Demand and capacity management

Costing and pricing

### **Innovation management in specific services industries**

Creative and cultural industries

Tourism and hospitality industries

Projects and great events management

Public administration

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### TEACHING METHODS

Theoretical lessons, Case studies analysis lessons, Keynote speeches by national and international academics, entrepreneurs, managers, consultants. Project works.

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### EVALUATION METHODS

Oral examination

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### TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- Presentations of the contents of the lectures held by the teachers and available on the website section of the course "Innovation in Services"
- Other texts and notes provided by the teacher

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### INTERACTION WITH STUDENTS

Riportare in lingua inglese i contenuti riportati nella scheda in lingua in italiana.

Meeting day and time with the students are planned - for the first semester - on each day of lecturing after the end of the lectures; For the second semester, meeting day and time is planned on each Wednesday from 12:00 to 14:00.

It is possible to contact and interact with the teacher by email when the student needs.

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EXAMINATION SESSIONS (FORECAST)<sup>1</sup>

Friday 03/02/2017; Friday 17/02/2017; Friday 07/04/2017; Monday 15/05/2017; Thursday 06/07/2017; Monday 11/09/2017; Monday 13/11/2017

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SEMINARS BY EXTERNAL EXPERTS    **YES**     **NO**

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FURTHER INFORMATION

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<sup>1</sup> Subject to possible changes: check the web site of the Teacher or the Department/School for updates.