**Module Description, available in: EN**

# *Servitization of Manufacturing*

## General Information

**Number of ECTS Credits**

3

**Module code**

TSM_ServMan

**Valid for academic year**

2025-26

**Last modification**

2024-09-24

**Coordinator of the module**

Shaun West (HSLU, shaun.west@hslu.ch)

**Explanations regarding the language definitions for each location:**

- Instruction is given in the language defined below for each location/each time the module is held.
- Documentation is available in the languages defined below. Where documents are in several languages, the percentage distribution is shown (100% = all the documentation).
- The examination is available 100% in the languages shown for each location/each time it is held.

| | Lausanne | | | Lugano | Zurich | | |
|---|---|---|---|---|---|---|---|
| **Instruction** | | | | | **X** E 100% | | |
| **Documentation** | | | | | **X** E 100% | | |
| **Examination** | | | | | **X** E 100% | | |

**Module Category**

TSM Technical scientific module

**Profile Recommendations**

This module is recommended for the following profiles:

| | Zurich |
|---|---|
| **Profile** | BE |

**Lessons**

2 lecture periods and 1 tutorial period per week

## Entry level competences

**Prerequisites, previous knowledge**

Please read the following books before joining the class:
Chrisitan Kowalkowski & Wolfgang Ulaga. Service Strategy in Action: A Practical Guide for Growing Your B2B Service and Solution Business. March 2017. ISBN: 9780692819104.
http://servicestrategyinaction.com

Editors: **Kohtamäki**, M., **Baines**, T., **Rabetino**, R., **Bigdeli**, A.Z. (Eds.). (2018). Practices and Tools for Servitization -Managing Service Transition. Palgrave.

https://www.palgrave.com/us/book/9783319765167

## Brief course description of module objectives and content

This module will help students to understand how a manufacturer changes its business model to provide a holistic solution to the customer, helping the customer to improve its competitiveness, rather than just engaging the sale of product.  Much of the course is based around the transition from pure products to provide product service systems in basic and advanced forms.

## Aims, content, methods

### Learning objectives and competencies to be acquired

- To gain an appreciation of the role of servitization in the competitive landscape
- To create innovative value propositions by designing new service offerings and by drawing the customer journey
- To design an integrated ecosystem for services and products
- To understand the move towards a service mind-set
- To develop price strategies for services
- To manage the core processes for successful service delivery
- To manage risks and business benchmarking to identify improvement areas

### Module content with weighting of different components

**Lecture 1 Part 1 Introduction to the services for product firms**

Based on chapter 1 of the book "Modern Industrial Services".

- Why services are important for a product firm
- Product service systems and servitization
- The journey to services
- Learning to understand complex systems
- Seven barriers stopping firms from moving to services

**Lectures 2-9 Part 2 - Service delivery for value capture, Shaun West**

**Based on Chapter 2 of the book "Modern Industrial services".**

- Customers
- Organizational structure and culture
- Knowledge and information
- Products and activities
- Competitors, suppliers and partners
- Economics and finance
- Society and the environment.
- Building your own servitization roadmap (Ch3)

**Lectures 9-14 Part 3 - Service design for value creation**

- Customer value proposition in services
- Customer ecosystems and market segmentation
- Customer journey mapping and blueprinting
- Service selling and pricing
- Modularity in services
- Customer business processes
- Integration of IoT into customer value propositions

### Teaching and learning methods

- Lectures, book and videos
- Group work, presentation and discussion of case studies
- Self-study of papers and analysis of business case studies

Note: individual and group work will contribute 30% to the final exam grade.

### Literature

- West S., Gaiardelli, P., & Saccani, N. (2022). Managing Industrial Services: A Cookbook for Design and Delivery. Springer. Cham.

https://link.springer.com/book/10.1007/978-3-030-80511-1
- Annarelli, A., Battistella, C., & Nonino, F. (2019). The Road to Servitization. https://doi.org/10.1007/978-3-030-12251-5
- Timothy Baines, Howard Lightfoot. Made to Serve: How Manufacturers can Compete Through Servitization and Product Service Systems. April 2013. ISBN: 978-1-118-58531-3
  http://www.aston-servitization.com/news/details/19/made-to-serve-how-manufacturers-can-compete-through-servitization
- Thomas Fischer, Heiko Gebauer, Elgar Fleisch Service Business Development: Strategies for Value Creation in Manufacturing Firms. March 2014. ISBN: 9781107652071
  http://www.cambridge.org/ch/academic/subjects/management/strategic-management/service-business-development-strategies-value-creation-manufacturing-firms.
- Chrisitan Kowalkowski & Wolfgang Ulaga. Service Strategy in Action: A Practical Guide for Growing Your B2B Service and Solution Business. March 2017. ISBN: 9780692819104.
  http://servicestrategyinaction.com

## Assessment

### Additional performance assessment during the semester

The module contains additional performance assessment(s) during the semester. The achieved mark of the additional performance assessment(s) applies to both the regular and the resit exam.

### Description of additional performance assessment during the semester

Individual and group work will contribute 30% to the final exam grade.

### Basic principle for exams

**As a rule, all standard final exams are conducted in written form. For resit exams, lecturers will communicate the exam format (written/oral) together with the exam schedule.**

### Standard final exam for a module and written resit exam

**Kind of exam**

Written exam

**Duration of exam**

120 minutes

**Permissible aids**

*Aids permitted as specified below:*

**Permissible electronic aids**

Open book exam

- Calculator
- Class notes
- Dictionary
- Case study provided for the exam

**Other permissible aids**

No other aids permitted

**Exception: In case of an electronic Moodle exam, adjustments to the permissible aids may occur. Lecturers will announce the final permissible aids prior to the exam session.**

### Special case: Resit exam as oral exam

**Kind of exam**

Oral exam

**Duration of exam**

30 minutes

**Permissible aids**

*Aids permitted as specified below:*

**Permissible electronic aids**

Calculator

Class notes

Dictionary

Case study provided for the exam

**Other permissible aids**

No other aids permitted