Servitization of Manufacturing

General Information

<table>
<thead>
<tr>
<th>Number of ECTS Credits</th>
<th>3</th>
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<tbody>
<tr>
<td>Module code</td>
<td>TSM_ServMan</td>
</tr>
<tr>
<td>Valid for academic year</td>
<td>2021-2022</td>
</tr>
<tr>
<td>Last modification</td>
<td>2019-11-07</td>
</tr>
<tr>
<td>Coordinator of the module</td>
<td>Shaun West (HSLU, <a href="mailto:shaun.west@hslu.ch">shaun.west@hslu.ch</a>)</td>
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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.

<table>
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<th>Berne</th>
<th>Lausanne</th>
<th>Lugano</th>
<th>Zurich</th>
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<tbody>
<tr>
<td>Instruction</td>
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<td>Examination</td>
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Module Category

TSM Technical scientific module

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:

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 acquired competencies
- 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

Contents of module with emphasis on teaching content

Lecture 1 Part 1 Introduction to the services for product firms
- 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 2-7 Part 2 - 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

Lectures 8-14 Part 3 - Service delivery for value capture, Shaun West
- Customers
- Organizational structure and culture
- Knowledge and information
- Products and activities
- Competitors, suppliers and partners
- Economics and finance
- Society and the environment.

Teaching and learning methods
- Lectures
- 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 to the final exam grade.

Literature
Assessment

Certification requirements

Module uses certification requirements

Certification requirements for final examinations (conditions for attestation)

All students must have successfully competed both the individual and group work.

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

Basic principle for exams

As a rule, all the standard final exams for modules and also all resit exams are to be in written form

Standard final exam for a module and written resit exam

Kind of exam
written

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

Special case: Resit exam as oral exam

Kind of exam
oral

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