

**Module Description, available in: EN**

## *Servitization of Manufacturing*

**General Information****Number of ECTS Credits**

3

**Module code**

TSM\_ServMan

**Valid for academic year**

2021-2022

**Last modification**

2019-11-07

**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.

	Berne	Lausanne	Lugano	Zurich
<b>Instruction</b>				X E 100%
<b>Documentation</b>				X E 100%
<b>Examination</b>				X E 100%

**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:

Chrisitan Kowalkowski &amp; 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.

## 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

- Annarelli, A., Battistella, C., & Nonino, F. (2019). *The Road to Servitization. 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

### 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

#### 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