PA194 - Introduction to Service Science

© Leonard Walletzký

This semester

⇨ This round is a pre-relase version

⇨ All students are asked to participate

⇨ After this round this lesson sholud be mandatory for all students of SSME

⇨ Knowledge presented here will be examined at state exam

⇨ The lessons are voluntary

⇨ Written test at the end of the semmester

　　⇨ 50% open and 50% optional questions

History

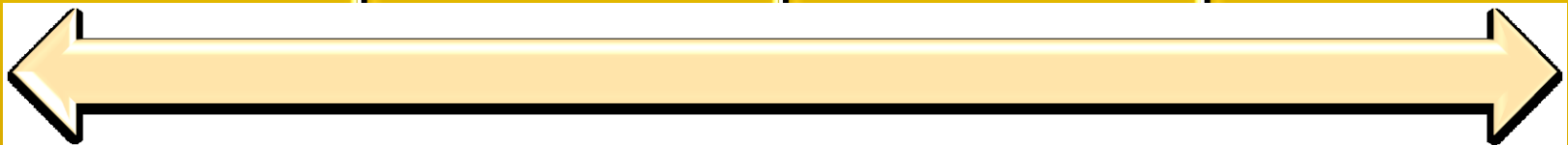**SSME master study program was founded on Faculty of Informatics in 2008**

Suppoted by IBM
- Moraly
- Personaly

Main founder RNDr. Zdenko Staníček

2010 – EU donation to improove the programm

Content

- Goods and Service Dominant Logic
- Role of information in in GDL and SDL
- Service systems and imperfect information
- Service system
- Dual service system
- Dynamic service system
- IT in SDL
- Software as a Service
- Marketing concepts in SDL
- Service Science, Management and Engineering

Other topics do include

- Start ups in SDL
- Other implications of SDL
- Suggestions from the students?

Introduction

- ▣ What is Service Science?
    - ▣ Founded by Jim Spohrer in 2004
    - ▣ The reaction to the reality in IT development
    - ▣ How to communicate with the customer to fulfill the right requests
- ▣ Everything is a service
    - ▣ Have you met Service Aprroach?

What is it service?

- ▣ Output is intangible, hard to quantifiable and measurable
- ▣ Nonstorable
- ▣ Lack mobile
- ▣ Consumption runs together with the supply
- ▣ The customer is presented on the production
- ▣ The customer is often co-creator
- ▣ Hardly specifiable

What is service?

- services are processes, performances, or experiences that one person or organization does for the benefit of another

- In all cases, service involves deployment of knowledge, skills, and competences that one person or organization has for the benefit of another, often done as a single, customized job (Lusch & Vargo)

What is science?

- ▣ to help service managers to achieve standardization

- ▣ assembly of standardized modular service elements in several "customizable" but highly predictable permutations.

- ▣ customers seek value standardization because it reduces variability and usually helps bring prices down.

- ▣ services in the digital economy employ standardization and mass customization.

- ▣ a new service definition might focus on the technical nature of modern day service

Why Service Science and IT

- ⇨ IT is a service
    - ⇨ Outside and inside the company
- ⇨ The main task of IT as a Service
    - ⇨ To propose, impement and run the amount of tasks, suporting the realization goals of economics subjects
- ⇨ The graduates of FI need to know more than IT
- ⇨ They need to orientate in real problems

Service Science, Management and Engineering master study program
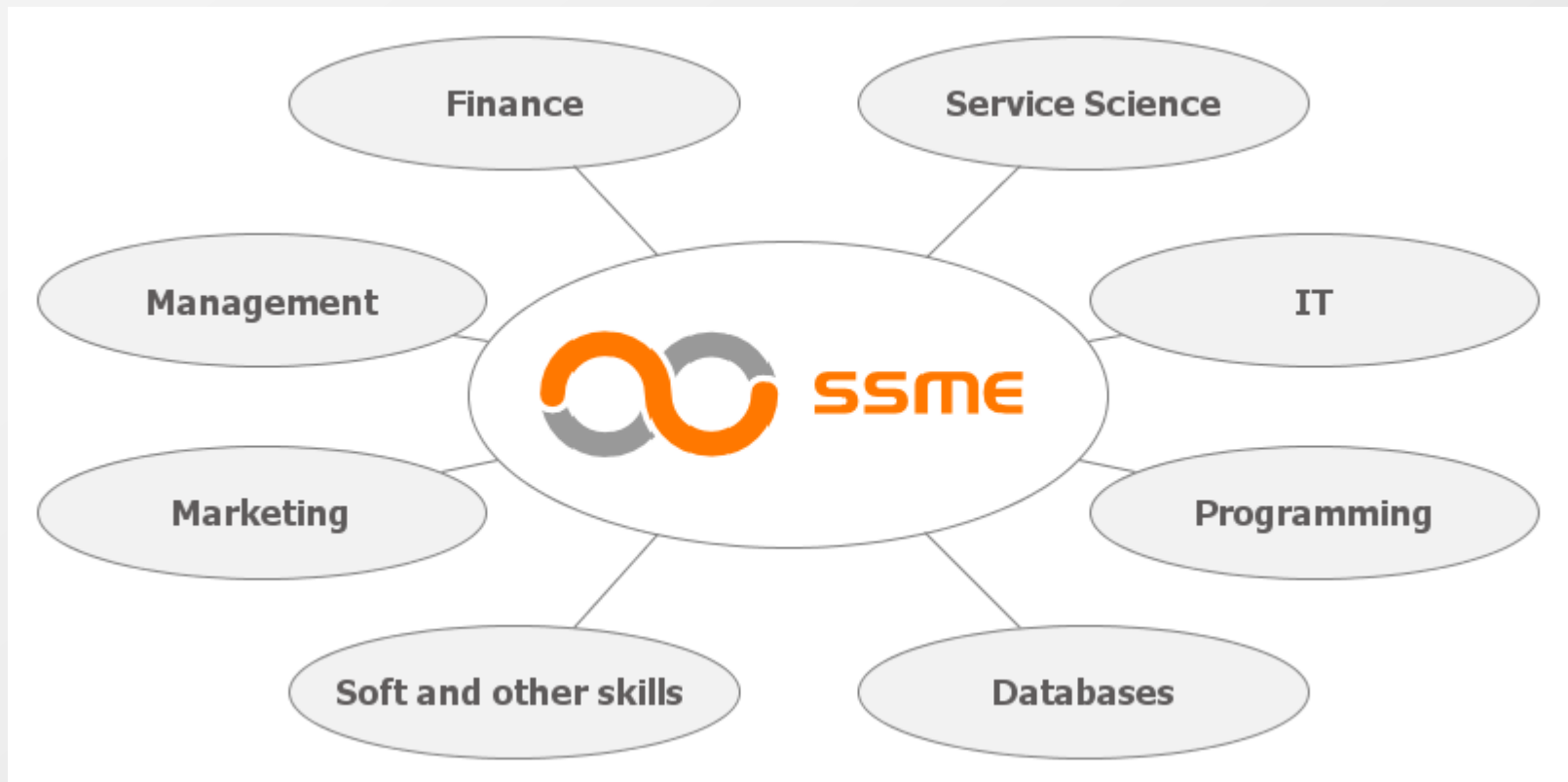
X – shape proffesional

I – shape	Dash – shape	T – shape
Deeply focused	Interdisciplinary approach	Multidisciplinary approach
Expert only in one branch	Not expert, but is able to communicate with I-shapes	Expert in one field, interdisciplinary in the others

T – shape profesionals

T - shape

- Multidisciplinary education
- Four pillars of the branch
    - Information technologies
    - Economics and finance
    - Management and marketing
    - Soft and other skills
- The deep pillar (a leg of the T-shape) is IT
    - Databases
    - Programing
    - Security
    - Networking
    - The leg should be more dynamics than the roof

Interim project

- Large praxis for the students – to gain experience in reality
- Business
    - For business partner
    - 5 months, 4 days per a week
- Research
    - For research or university partners
    - 10 months, 2.5 days per a week

Conclusion

- ⮚ Service Science is strongly related with IT
- ⮚ Service Science changed the service market
- ⮚ Service Science means different aproach to the education
- ⮚ T-shape education is necessary for the success on labour market