

Korea Advanced Institute of Science and Technology
Department of Business and Technology Management
Course Syllabus

Course Information

- Course Title: **Service Innovation in Industries**
- Course Number: **ITM 636**
- Prerequisites: None

Instructor Information

- Name: Taesung YOON
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- Office Hours: Saturday, 09:00 – 12:00
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Course Description and Learning Objectives

- This will provide concepts, methodologies and issues of the Service innovation in industries such as manufacturing, distribution, IT and others. Students will learn: (1) basic technologies (2) best practice of the service innovation in industries and (3) how to design the service.
- Our students will have the ability to identify and analyze complex problems from multiple perspectives.
- Our students will be able to apply innovative and strategic solutions to organizational problems.
- Our students will be able to work effectively in a team environment.
- Our students will understand ethical and social issues in organizations.
- Our students will be able to develop technology strategy to aid a wide range of corporate management decisions.
- Our students recognize the importance of technology in business innovation.

Expected Learning Outcomes

At the successful completion of this course students will be able to understand Knowledge Creating Company, to understand Business models in Knowledge Industry, and to understand Knowledge Economy.

Course Materials

Materials will be given according to lecture schedule in the form of PDF file.

Lecture Schedule

- 1w. Visualization of Business Model
- 2w. Visualization of Knowledge

- 3w. Knowledge Service
- 4w. Product Life cycle & Service Life cycle
- 5w. Servitization of various Industries
- 6w. Servitization of Manufacturing Enterprise
- 7w. Service Business Strategy
- 8w. Middle term Report
- 9w. Presentation of middle term reports
- 10w. Competition on the Business Chain
- 11w. Business Model Revolution I
- 12w. Business Model Revolution II
- 13w. Service Science & cases
- 14w. Future foresight
- 15W. Presentation of final term reports
- 16w. Final term Report

Grading Policy

Midterm Report	30%
Final Report	30%
<u>Attendance/Participation</u>	<u>40%</u>
Total	100%