At Service Systems Design, you will learn how to plan and organise people, infrastructure, communication, media and components of a service, in order to improve its quality, the interaction between service provider and customers and the customers’ experience.

Service design is the activity of planning and organising people, infrastructure, communication, media and components of a service in order to improve its quality, the interaction between service provider and customers and the customers’ experience.

Services are becoming a dominant part of our economy, besides being part of our everyday life. IT increases the possibilities for services to address the basic needs of our lives: nowadays, you don’t need a car if you use a car-sharing service, you don’t need to worry about your lunch if you can order it online and you can book your flight or pay a bill whenever you want.

THE PROGRAMME

You will gain competences in:

- Information technology, i.e. skills that allow you to understand programming and the organisation of complex IT systems
- Social and user-related, i.e. competences that allow you to talk with users, understanding their needs, but also involving them in co-design and participatory practices
- Design-related, i.e. competences that allow you to suggest innovative combinations and solutions
- Organisation and strategy; i.e. understanding the role of service design and the opportunities this profession discloses

PROBLEM BASED LEARNING

The study method at Aalborg University is called problem based project work, or 'The Aalborg Model for Problem Based Learning (PBL)”, and is highly recognised both nationally and internationally. UNESCO has placed its only Professorial Chair in PBL at AAU. Among others, it means that each semester, you will work closely together with a group of fellow students on a large written assignment. See more at www.en.aau.dk/education/problem-based-learning

FOR MORE INFORMATION

Website: WWW.EN.AAU.DK/EDUCATION/MASTER/SERVICE-SYSTEMS-DESIGN

See also: www.servicedesign.aau.dk

The programme’s student counsellor: MEDIAEK-STUDVEJLCPH@CREATE.AAU.DK

AAU’s Central Student Guidance Service: STUDIEVEJLEDNING@AAU.DK +45 9940 9440

How to apply for admission: WWW.EN.AAU.DK/EDUCATION/APPLY/MASTER/HOW-TO-APPLY

Admission Requirements

The following bachelor’s degrees (among others) qualify for the master’s in Service Systems Design:

- Medialogy
- IT, Communication and New Media
- Interaction Design
- Art & Technology
- Architecture & Design (specialisation in Industrial Design)

RESTRICTED ADMISSION

Number of places: 50

LEARN ABOUT

User experience and -involvement
Services
Social innovation
Strategy and business

PLACE OF STUDY

Copenhagen

IF YOU HAVE AN INTEREST IN

Media, communication & information
Art, music & design
IT, electronics & programming

JOB OPTIONS WITHIN

The health sector
The public sector
IT services
Infrastructure and transport
The banking sector
Retail
Travelling agencies
etc.