Customer Focused Product and Service Development

Programme course

6 credits

Kundfokuserad produkt- och tjänsteutveckling

TMQU13

Valid from: 2019 Spring semester

Determined by
Board of Studies for Industrial Engineering and Logistics

Date determined
2018-08-31

Main field of study
Industrial Engineering and Management

Course level
Second cycle

Advancement level
A1X

Course offered for
- Master's Programme in Industrial Engineering and Management
- Design and Product Development
- Industrial Engineering and Management - International, M Sc in Engineering
- Industrial Engineering and Management, M Sc in Engineering
- Mechanical Engineering, M Sc in Engineering

Entry requirements
Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites
Mathematical statistics, Quality Management and Engineering

Intended learning outcomes

This course provides in-depth knowledge and skills in methods and theoretical approaches to customer-centric products and services development. After the course the student should be able to:

- Demonstrate advanced knowledge of statistical as well as qualitative methods to collect, process and draw conclusions on customer requirements
- Apply an engineering systems perspective in the implementation of decision support for development processes and projects
- Understand how the handling of customer requirements can be integrated into industrial product and service development processes
- Apply different theoretical perspectives on the concept of innovation, and understand how users of services and products may contribute to innovation
- Use Quality Function Deployment to translate customer requirements into technical product characteristics and requirements on production processes
- Analyse the interaction between man, technology and organization in a product and service solution
- Evaluate the choice of method for involving the user, and make decisions according to findings
- Identify, utilize and critically analyse scientific literature in the field.
- Use the course methodologies in the implementation of a development project and communicate the results

Course content

Product and service development processes, Stage gate models, Quality function deployment, the Kano model, Service innovation, Service recovery, Voice of the customer, MTO, Critical Incident Technique, Switching path analysis, SEM.

Teaching and working methods

The theoretical elements of the course are undertaken in the form of lectures workshops and literature seminar. The course has a strong research connection and scientific papers represent a significant part of the literature. The course is based on the active participation and to provide course practical skills, knowledge is applied in four different projects carried out in groups and individually. In addition, guest lectures will illustrate industrial cases.

Examination

UPG1	Assignments and laboratory exercises	6 credits	U, 3, 4, 5

The course is organized around lectures, seminars and workshops in which important issues are presented and discussed. The examination of the course is based on assignments (2 group assignements and 1 individual) and participation in a literature seminar.

Grades
Four-grade scale, LiU, U, 3, 4, 5

Other information

Supplementary courses
Six Sigma Quality, Quality and Process Development, Lean production

Department
Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent
Uni Sallnäs

Examiner
Mattias Elg

Education components
Preliminary scheduled hours: 34 h
Recommended self-study hours: 126 h

Course literature

Books
Gustafsson, Anders, Johnson, Michael D., (2003) *Competing in a service economy: how to create a competitive advantage through service development and innovation* Jossey-Bass
ISBN: 9780787970673
San Francisco, Calif. ; [Great Britain] : Jossey-Bass, c2003; University of Michigan Business School management series

Other
Additional material will be provider on the course website.

Common rules

Course syllabus

A syllabus has been established for each course. The syllabus specifies the aim and contents of the course, and the prior knowledge that a student must have in order to be able to benefit from the course.

Timetabling

Courses are timetabled after a decision has been made for this course concerning its assignment to a timetable module. A central timetable is not drawn up for courses with fewer than five participants. Most project courses do not have a central timetable.

Interrupting a course

The vice-chancellor's decision concerning regulations for registration, deregistration and reporting results (Dnr LiU-2015-01241) states that interruptions in study are to be recorded in Ladok. Thus, all students who do not participate in a course for which they have registered must record the interruption, such that the registration on the course can be removed. Deregistration from a course is carried out using a web-based form: www.lith.liu.se/for-studenter/kurskomplettering?l=sv.

Cancelled courses

Courses with few participants (fewer than 10) may be cancelled or organised in a manner that differs from that stated in the course syllabus. The board of studies is to deliberate and decide whether a course is to be cancelled or changed from the course syllabus.

Regulations relating to examinations and examiners

Details are given in a decision in the university's rule book: http://styrdokument.liu.se/Regelsamling/VisaBeslut/622678.

Forms of examination

Examination

Written and oral examinations are held at least three times a year: once immediately after the end of the course, once in August, and once (usually) in one of the re-examination periods. Examinations held at other times are to follow a decision of the board of studies.

Principles for examination scheduling for courses that follow the study periods:

- courses given in VT1 are examined for the first time in March, with re-

examination in June and August
- courses given in VT2 are examined for the first time in May, with re-examination in August and October
- courses given in HT1 are examined for the first time in October, with re-examination in January and August
- courses given in HT2 are examined for the first time in January, with re-examination at Easter and in August.

The examination schedule is based on the structure of timetable modules, but there may be deviations from this, mainly in the case of courses that are studied and examined for several programmes and in lower grades (i.e. 1 and 2).

- Examinations for courses that the board of studies has decided are to be held in alternate years are held only three times during the year in which the course is given.
- Examinations for courses that are cancelled or rescheduled such that they are not given in one or several years are held three times during the year that immediately follows the course, with examination scheduling that corresponds to the scheduling that was in force before the course was cancelled or rescheduled.
- If teaching is no longer given for a course, three examination occurrences are held during the immediately subsequent year, while examinations are at the same time held for any replacement course that is given, or alternatively in association with other re-examination opportunities. Furthermore, an examination is held on one further occasion during the next subsequent year, unless the board of studies determines otherwise.
- If a course is given during several periods of the year (for programmes, or on different occasions for different programmes) the board or boards of studies determine together the scheduling and frequency of re-examination occasions.

Registration for examination

In order to take an examination, a student must register in advance at the Student Portal during the registration period, which opens 30 days before the date of the examination and closes 10 days before it. Candidates are informed of the location of the examination by email, four days in advance. Students who have not registered for an examination run the risk of being refused admittance to the examination, if space is not available.

Symbols used in the examination registration system:

** denotes that the examination is being given for the penultimate time.

* denotes that the examination is being given for the last time.

Code of conduct for students during examinations

Details are given in a decision in the university's rule book: http://styrdokument.liu.se/Regelsamling/VisaBeslut/622682.

Retakes for higher grade

Students at the Institute of Technology at LiU have the right to retake written examinations and computer-based examinations in an attempt to achieve a higher grade. This is valid for all examination components with code “TEN” and "DAT". The same right may not be exercised for other examination components, unless otherwise specified in the course syllabus.

Retakes of other forms of examination

Regulations concerning retakes of other forms of examination than written examinations and computer-based examinations are given in the LiU regulations for examinations and examiners, http://styrdokument.liu.se/Regelsamling/VisaBeslut/622678.

Plagiarism

For examinations that involve the writing of reports, in cases in which it can be assumed that the student has had access to other sources (such as during project work, writing essays, etc.), the material submitted must be prepared in accordance with principles for acceptable practice when referring to sources (references or quotations for which the source is specified) when the text, images, ideas, data, etc. of other people are used. It is also to be made clear whether the author has reused his or her own text, images, ideas, data, etc. from previous examinations.

A failure to specify such sources may be regarded as attempted deception during examination.

Attempts to cheat

In the event of a suspected attempt by a student to cheat during an examination, or when study performance is to be assessed as specified in Chapter 10 of the Higher Education Ordinance, the examiner is to report this to the disciplinary board of the university. Possible consequences for the student are suspension from study and a formal warning. More information is available at https://www.student.liu.se/studenttjanster/lagar-regler-rattigheter?l=sv.

Grades

The grades that are preferably to be used are Fail (U), Pass (3), Pass not without distinction (4) and Pass with distinction (5). Courses under the auspices of the faculty board of the Faculty of Science and Engineering (Institute of Technology) are to be given special attention in this regard.

1. Grades U, 3, 4, 5 are to be awarded for courses that have written examinations.
2. Grades Fail (U) and Pass (G) may be awarded for courses with a large degree of practical components such as laboratory work, project work and group work.

Examination components

1. Grades U, 3, 4, 5 are to be awarded for written examinations (TEN).
2. Grades Fail (U) and Pass (G) are to be used for undergraduate projects and other independent work.

3. Examination components for which the grades Fail (U) and Pass (G) may be awarded are laboratory work (LAB), project work (PRA), preparatory written examination (KTR), oral examination (MUN), computer-based examination (DAT), home assignment (HEM), and assignment (UPG).
4. Students receive grades either Fail (U) or Pass (G) for other examination components in which the examination criteria are satisfied principally through active attendance such as other examination (ANN), tutorial group (BAS) or examination item (MOM).

The examination results for a student are reported at the relevant department.

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://styrdokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.