Postgraduate Online Learning Open Days 2025

Service Management and Design
Dr Tie Cui
Dr Chris Elsden

THE UNIVERSITY *of* EDINBURGH
Edinburgh Futures Institute

Join us to **Challenge. Create. Change.**

Service Management and Design

Dr Chris Elsden
Edinburgh College of Art

Dr Tie Cui
Edinburgh Business School

Study at Edinburgh Futures Institute

Interdisciplinary
Bringing arts, humanities and social sciences together with sciences, engineering and medicine to address complex global issues.

Participatory and porous
Inviting diverse groupings to bring their ways of working and thinking together. EFI extends this invitation to industry, the public and government.

Critical and research-led
Working on pressing social issues that require new ways of thinking. Mindful of the role of universities in confronting uncomfortable questions.

Future-facing
Embracing the non-traditional, the untried and the unexpected. EFI defines challenges and co-creates responses to build better futures.

Sustainable Futures

- Data, Inequality and Society
- Planetary Health
- Sustainable Lands and Cities
- Future Infrastructure, Sustainability and Climate Change

Creative Futures

- Service Management and Design
- Creative Industries
- Narrative Futures: Art, Data, Society
- Cultural Heritage Futures

Just Futures

- Data and AI Ethics
- Education Futures
- Future Governance

What's Different About Education at EFI?

- interdisciplinary programmes taught by leading academics from different Schools and disciplines

- equipping you with the critical, data and creative skills needed to navigate a rapidly-changing world

- you can study flexibly, please see degree finder for programme specific information and options

- we will help you apply leading-edge knowledge to live projects you care about

- we are proud of our ecosystem and the opportunities to connect you to our partners in the community, industry and government
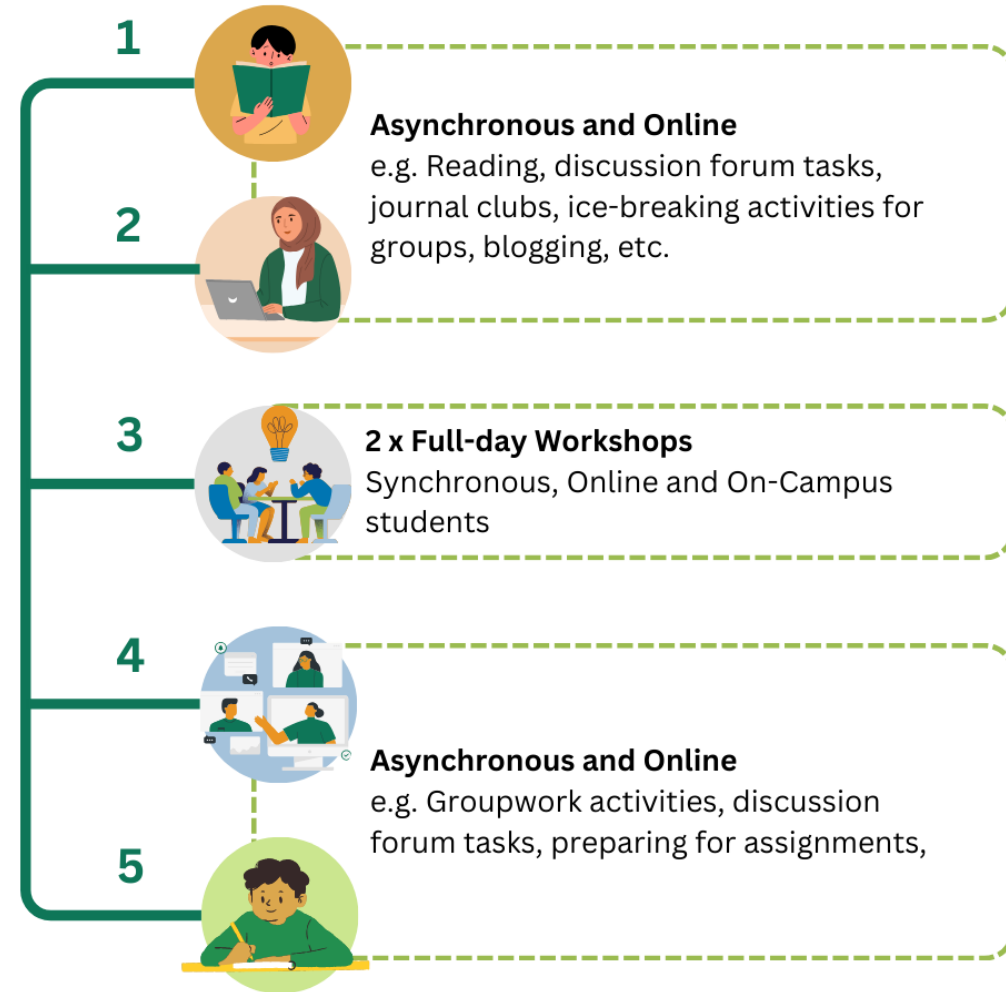
Fusion Teaching

- breaking down the online/on-campus distinction

- community-focused: bringing students from across the world together as a single cohort

- accessible: most courses are taught in five week blocks, with online activities and a two day long intensive sessions (09:00-17:00 Edinburgh local time)

- connected: employers work with us on the design and teaching of our programmes and help support projects
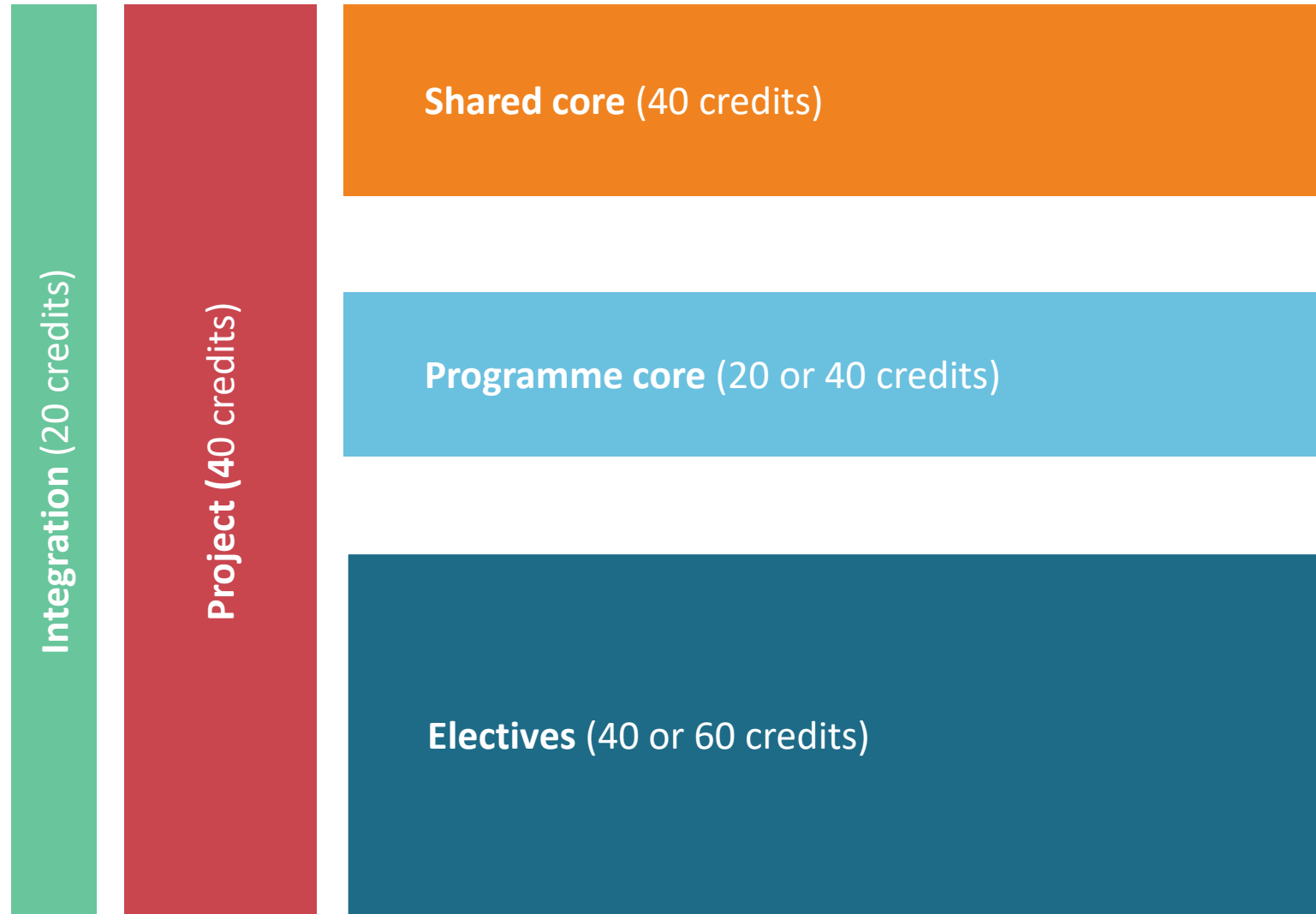

Intensive Course Timeline
Weeks

1
2

Asynchronous and Online
e.g. Reading, discussion forum tasks, journal clubs, ice-breaking activities for groups, blogging, etc.

3

2 x Full-day Workshops
Synchronous, Online and On-Campus students

4
5

Asynchronous and Online
e.g. Groupwork activities, discussion forum tasks, preparing for assignments,

Our MSc Programme Structure

Integration (20 credits)

Project (40 credits)

Shared core (40 credits)

Programme core (20 or 40 credits)

Electives (40 or 60 credits)

Our Core Courses

Futures Methods
Practical skills to apply cutting-edge futures and foresight methods and tools across diverse fields

Insights Through Data
Data science foundations, analytic and programming skills

or

Text Remix
Basic programming and creative skills

Representing Data
Programming and maker skills for data visualization and physicalisation

or

Building Near Futures
Futures methods and responses shared in a public-facing format

Ethical Data Futures
The ethical dimensions of contemporary data practices

Skill Focused

Working in cross-disciplinary teams with students from other Futures Institute programmes, you will learn critical data skills, ethical awareness, creative thinking, and methods to address complex issues:

- collect, manage and analyse computational datasets
- use emerging methodologies for mapping and designing possible futures
- learn the fundamentals of data ethics
- learn how to use creative skills in the analysis and representation of data-informed and qualitative inquiry

The Student Experience

- global and diverse cohort, on campus and online

- a very well supported experience with a dedicated student experience and support team

- events and networks to connect with each other

Programme Overview

- A collaboration between the Business School and Edinburgh College of Art

- Based in the belief that design and management are synergistic

- Of significant interest to those either working in service management and/or design – or who want to make a career in these fields
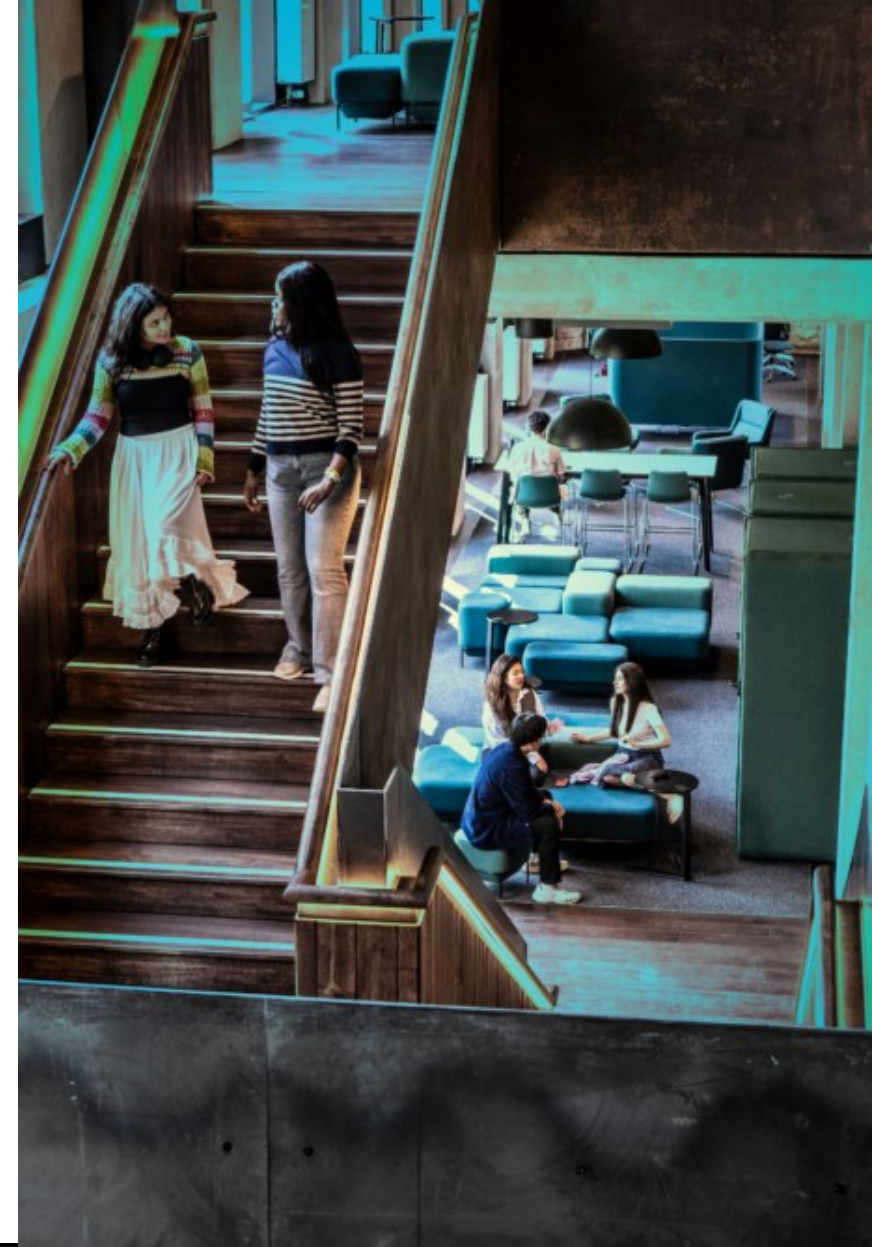
Programme Overview

- Across the public, private and third sectors

- Health and social care, education, housing, retail, finance and banking, professional management services, tourism and leisure, transport and telecommunications…

- Shares EFI features of exploring the impact of digital and analogue data in real world situations and fusion teaching

Who We Are

- Dr Chris Elsden – Programme Co-Director & Cohort Lead (Design Core)

- Dr Tie Cui – Programme Co-Director

- Dr Katharine Aulton (Management core and electives)

- Dr Ian Graham (electives, Management)

- Dr Edwina Zhu (electives, Management)

- Dr Inge Panneels (electives, Design)

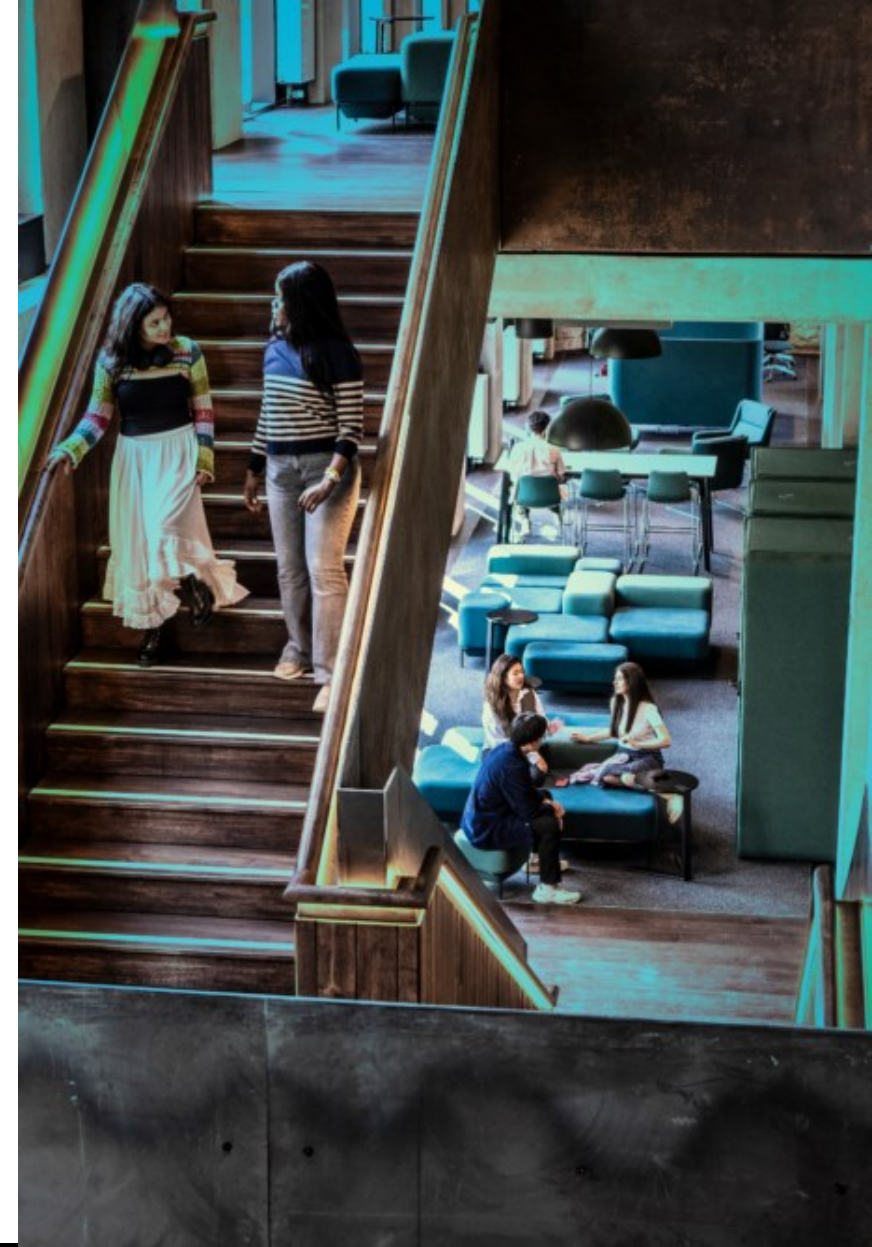- And… a great team of teaching assistants to support fusion teaching

Outline

- Core modules
  - *Introduction to Service Management and Design*
  - *Value and Value Creation*

- A range of dedicated electives (can vary each year)
  - *Data-driven innovation in services*
  - *Co-creation, Workshops and Facilitation*
  - *Experience prototyping (NEW!)*
  - *Strategic leadership and operational management,*
  - *Designing and delivery public services,*
  - *Qualitative Research Skills for Service Management and Design*
  - And the option to take other electives across the EFI programme

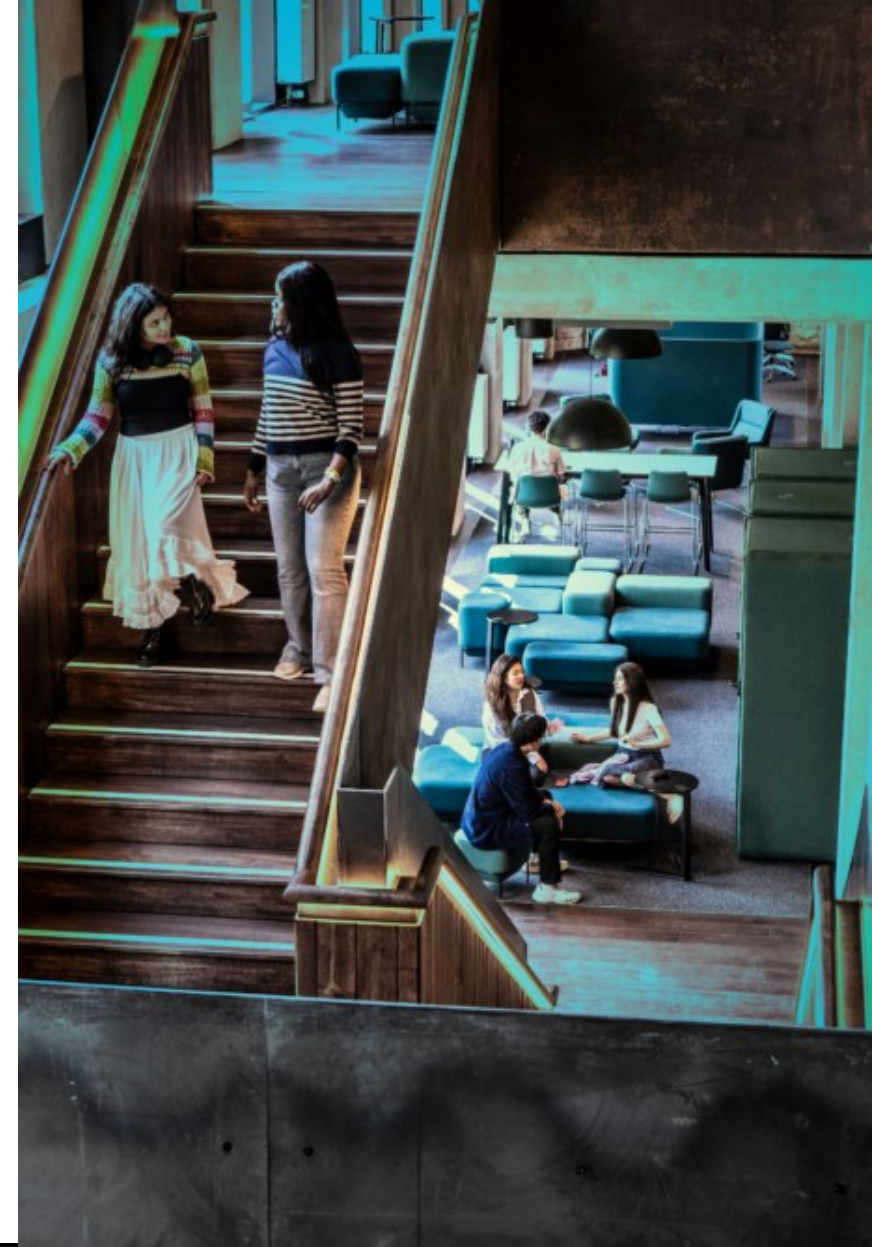- An integrated project running throughout the programme

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Some questions we'll explore

- What exactly are 'services' and 'service'?

- What are the links between 'values' and 'value' in value co-creation?

- How do we involve stakeholders and end-users in service design?

- How can service users and service staff work with service designers to co-design services?

- How are digital technology and AI transforming the service environment and what challenges does this bring?

- How can service management and service design best work together?

Recent SMD Projects

- The application of service design methods to understand service operations management: a case study in the creative industry

- Elaborating Value in Digital Public Services :
Insights from government-issued principles and practice-based perspectives

- Public Procurement in Albania:
 Assessing Current Practices and Strategies for EU Standard Compliance

- Bridging the Gap: A Service Design Approach and Risk Tolerance Framework for AI Integration in Customer-Facing Services

- A Service Design Approach to Integrating Sustainability Principles: Insights and Enhancement of Gen Z Glass Recycling Behaviour

- Generative AI as a Service for Risk Management in Distributed Agile Development (DAD) Projects: An Empirical Study Utilizing ChatGPT-4 Omni

Why This Programme?

- Services are the largest part of global economies – around 75% in the developed world and 35-55% in the developing world (and growing…)

- Consequently, a significant area of employment

- Service management and design underpinning all manner of everyday interactions

- Explores the growing links between management and design, and more systemic approaches to real world issues and challenges

Questions?

- for further queries contact: **efi.education@ed.ac.uk**

- visit the EFI website: **https://efi.ed.ac.uk/postgraduate-study**

- search for '**Edinburgh Futures Institute**' on our degree finder: **https://www.ed.ac.uk/studying/postgraduate/degrees**

Join us to **challenge**, **create**, and make **change** happen.