

SERVICE DESIGN, MA

Code	Title	Hours
SERV 700	Service Design: A Systemic Perspective	5
Select one of the following:		5
SERV 710	Mixed Methods Research: Analysis to Synthesis	
SDES 711	Methods of Contextual Research	
DMGT 720	Design Innovation: Planning and Implementation	5
SERV 727	Visualizing Services: Storyboards, Maps, and Models	5
SERV 732	Service Design Prototyping: Testing Service Solutions	5
SERV 735	Service Design Metrics: Evaluating Results	5
SERV 747	Systemic Innovation for Service Evolution	5
SERV 748	Service Design M.A. Final Project	5
Select one of the following:		5
SERV 779F	Graduate Field Internship	
500-level SCADpro Elective		
500- to 700-level Elective		
Total Hours		45

Note: At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.