

STUDY GUIDE

[DIGITAL PUBLIC SERVICE DESIGN]

Organised by
[University of Catania]

| 1. IDENTIFYING DATA. | | |
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| · Course Name. | Digital Public Service Design | |
| · Coordinating University. | [University of Catania] | |
| · Partner Universities Involved. | - | |
| · Course Field(s). | [Business] | |
| · Related Study Programme. | [Economics of Public Policy] | |
| · ISCED Code. | [ISCED7 Master] | |
| · SDG. | [5.4; 8.3; 11.2 (list available here)] | |
| · Study Level. | [Indicate if the course is part of a Bachelor (B), Master (M) or Doctorate (D) study program and what study levels it is open for] | |
| · EUNICE Key Competencies | Problem solving | |
| | Teamworking | |
| | Communication | |
| | Self-management | |
| | Cognitive flexibility | |
| | Digital competence | |
| | Technical competence | |
| | Global intercultural competence | |

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| · Number of ECTS credits allocated. | [6 ECTS] |
| · Mode of Delivery. | ["onsite" and from remote for EUNICE students] |

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| · Language of Instruction. | [English] |
| · Course Dates. | [October 1 st – 23 rd December] |
| · Precise Schedule of the Lectures. | [Mondays and Tuesdays 4pm-6pm] |
| · Key Words. | [Digitalization; Human Resource Management; Service Economy; Natural monopolies; Market competition; Change Management] |
| · Catchy Phrase. | [Public Services do change over time. Digitalization is the occasion to make them affordable] |

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| · Prerequisites and co-requisites. | Provide information on: <ul style="list-style-type: none"> - English good verbal and written skills are required; - Preferred knowledge of basics of: <ul style="list-style-type: none"> o welfare state; o evaluation of policies o digital services |
| · Number of EUNICE students that can attend the Course. | [40] |
| · Course inscription procedure(s). | [no deviation from standard] |

2. CONTACT DETAILS.

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| · Department. | Department of Economics and Business https://www.dei.unict.it/ |
| · Name of Lecturer. | [Giulio Marini] |
| · E-mail. | [giulio.marini@unict.it] |
| · Other Lecturers. | - |

3. COURSE CONTENT.

[Some more information are available at <https://syllabus.unict.it/insegnamento.php?mod=F1BED862D935CE72>]

4. LEARNING OUTCOMES.

- Public dimension of services
- Pros and cons of non-public actors delivering public services
- Outside-inside perspective in bringing public opinion desiderata
- HRM and reforms via HRM

5. OBJECTIVES.

[This Module aims at deepening knowledge about economic and social demand of public services. Such services are not necessarily covered by public companies, and they are likely to make extensive use of digital technology. The perspective of co-creation is key as citizens concur to the definition of what, how, and even why certain services may become a reality. The module will sketch how big data may enter the scene, without necessarily enter the issue of data analysis. The Module to this regard is more focused on the designing stage of public services.]

6. COURSE ORGANISATION.

UNITS

1. Welfare State and public services
2. Type of Goods (private, common, public, natural monopolies)
3. Change of public services across time
4. Main drivers of social change (demographics and other)
5. New Public Management
6. HRM within NPM
7. Application of Ulrich's "outside/in" model into digital public services
8. Critics on NPM
9. The nature of service economy
10. Digitalization of economy and services
11. Participatory theories and co-creation. Respective implications
 - o Monography: Juliane Jarke. (2021) *Co-creating Digital Public Services for an Ageing Society. Evidence for User-centric Design*. Springer Open Access copy here: <https://link.springer.com/book/10.1007/978-3-030-52873-7>
12. Big Data and Digital Public Service
13. Designing Public Services
14. Cases from recent literature

LEARNING RESOURCES AND TOOLS.

[Handbooks, Literature (articles)]

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

[Traditional lectures, group work in facing case studies, learning to search case studies from literature, learning to acquire essential information from open sources]

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

[The Module is assessed against a short-written assignment and respective presentation during in site formal day of examination. The written part is to be submitted over Teams 5 days before examination. Presentation is 5' long, with power point recommended though not mandatory. Non-Attendants: slightly heavier written assignment. Instructions deployed here and over Teams group as soon as possible]

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| OBSERVATIONS. |
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8. BIBLIOGRAPHY AND TEACHING MATERIALS.

- Juliane Jarke. (2021), Co-creating Digital Public Services for an Ageing Society. Evidence for User-centric Design. Springer Open Access

Case Studies:

- Bolívar, M. P. R., Munoz, L. A., & Munoz, C. A. (2023). Identifying patterns in smart initiatives' planning in smart cities. An empirical analysis in Spanish smart cities. *Technological Forecasting and Social Change*, 196, 122781.
- Ciesielska, M., Rizun, N., & Chabik, J. (2022). Assessment of E-government inclusion policies toward seniors: A framework and case study. *Telecommunications Policy*, 46(7), 102316.
- Wirtz, B. W., Becker, M., & Schmidt, F. W. (2022). Smart city services: an empirical analysis of citizen preferences. *Public Organization Review*, 1-18.
- Amankwaa, G., Heeks, R., & Browne, A. L. (2024). Powershifts, organisational value, and water management: Digital transformation of Ghana's public water utility. *Utilities Policy*, 87, 101724.
- Welch, T. F., & Widita, A. (2019). Big data in public transportation: a review of sources and methods. *Transport reviews*, 39(6), 795-818.