



## Blended Intensive Program (BIP):

### “Service Design, Digital Transformation and Business Model Innovation”

16-20 March 2026

International Hellenic University

Serres Campus, Serres, Greece

## PROGRAM

### A. ONLINE PART (BEFORE)

This part aims to prepare students by providing foundational information and knowledge about the three main topics of the BIP program: service design, digital transformation and business model innovation. Education is based on lectures. Students receive a portfolio of readings and are required to complete individual reflection exercises.

<b>TUESDAY 3 MARCH,</b> 16:00 – 19:30 CET	<b>SETTING THE FOUNDATIONS – PART 1</b>  <b>16:00 – 17:30 Introduction to Digital Transformation</b> <ul style="list-style-type: none"><li>• Drivers of Digital Transformation</li><li>• Digital Transformation Frameworks</li><li>• Challenges and Barriers</li><li>• Trends in Digital Transformation</li><li>• Case studies</li></ul> <b>17:45 – 19:15 Introduction to Business Model Innovation</b> <ul style="list-style-type: none"><li>• What Is a Business Model? What Is a Business Model Innovation?</li><li>• Approaches to Business Model Innovation</li><li>• Frameworks for Business Model Innovation</li><li>• Case studies</li></ul> <b>19:15-19:45 Wrap-Up and Discussion</b>
<b>WEDNESDAY 4 MARCH,</b>	<b>SETTING THE FOUNDATIONS – PART 2</b>  <b>16:00 – 17:30 Introduction to Service Design</b>

<p>16:00 – 19:30 CET</p>	<ul style="list-style-type: none"> <li>• What is Service? What is Service Design?</li> <li>• Principles of Service Design</li> <li>• The Service Design Process</li> <li>• Key Components of Service Design</li> <li>• Service Design Tools</li> </ul> <p><b>17:45 – 19:15 Research Methods for Service Design</b></p> <ul style="list-style-type: none"> <li>• Quantitative Research Methods</li> <li>• Qualitative Research Methods</li> <li>• Participatory Research Methods</li> </ul> <p><b>19:15-19:45 Wrap-Up and Discussion</b></p>
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## B. PHYSICAL PART

<p><b>MONDAY 16 MARCH,</b> 8:00 – 16:00 CET</p>	<p><b>DAY 1: “PROGRAM INTRODUCTION AND ORIENTATION”</b></p> <p><b>08:00 – 08:30 Welcome</b></p> <ul style="list-style-type: none"> <li>• Brief intro by facilitators</li> <li>• Team formation</li> <li>• Housekeeping and logistics</li> </ul> <p><b>08:30 – 10:00 Icebreaking Activity: “Service Safari”</b></p> <ul style="list-style-type: none"> <li>• Inspired by ethnographic research, participants pair up and explore the venue to discover and observe service interactions.</li> <li>• Discussion and feedback.</li> </ul> <p><b>10:00 – 10:30 Coffee break</b></p> <p><b>10:30 – 11:00 Expectations from the BIP</b></p> <p><b>11:00 – 12:00 Inspirations for Service Transformation &amp; Design</b></p> <ul style="list-style-type: none"> <li>• Sources of inspiration for service design.</li> <li>• Sources of digital service transformation.</li> </ul> <p><b>12:00 – 13:00 Lunch break</b></p> <p><b>13:00 – 14:30 Workshop: “Bad Service” identification and Redesign</b></p> <ul style="list-style-type: none"> <li>• Identification and analysis of “bad services”</li> <li>• Idea generation for redesigning “bad services”</li> </ul> <p><b>14:30 – 15:00 Coffee break</b></p> <p><b>15:00 – 16:00 Workshop: Real-world Digital Service Challenges</b></p> <ul style="list-style-type: none"> <li>• Discussion on real-world digital service challenges</li> </ul>
<p><b>TUESDAY 17 MARCH,</b> 8:00 – 16:00 CET</p>	<p><b>DAY 2: “INSPIRATION FOR SERVICE DESIGN AND INNOVATION”</b></p> <p><b>8:00 – 10:00 Educational Visit to Ksenaki Museum (<a href="https://mcx-serres.gr/en/home/">https://mcx-serres.gr/en/home/</a>)</b></p> <ul style="list-style-type: none"> <li>• Presentation of Ksenaki Museum &amp; discussion with the staff.</li> </ul> <p><b>10:00 – 14:00 Educational Visit to Kerkini Lake</b></p>

	<p>(<a href="https://en.wikipedia.org/wiki/Lake_Kerkini">https://en.wikipedia.org/wiki/Lake_Kerkini</a>)</p> <ul style="list-style-type: none"> <li>• Presentation of Kerkini Lake &amp; discussion with the managers.</li> </ul> <p><b>14:00 – 15:00 <i>Lunch break</i></b></p> <p><b>15:30 – 17:00 Educational Visit to Kri-Kri Ice Cream Factory</b> (<a href="https://icecreamfactory.gr/en/">https://icecreamfactory.gr/en/</a>)</p> <ul style="list-style-type: none"> <li>• Presentation of Kri-Kri Ice Cream Factory &amp; discussion with the managers.</li> </ul>
<p><b>WENDESDAY</b> <b>18 MARCH,</b> 8:00 – 16:00 CET</p>	<p><b>DAY 3: “FROM CUSTOMER INSIGHTS TO SERVICE VALUE CREATION”</b></p> <p>8:00 – 9:00 <b>Identification of Services - Opportunities for Service Design</b></p> <ul style="list-style-type: none"> <li>• Based on the experiences and discussions on previous day's educational visits, students identify services and discover opportunities for service (re)design,</li> </ul> <p>9:00 – 10:00 <b>Identify and Understand the Customer</b></p> <ul style="list-style-type: none"> <li>• Research methods for identifying the customer</li> <li>• Tools for describing the customer</li> </ul> <p><b>10:00 – 10:30 <i>Coffee break</i></b></p> <p>10:30 – 12:30 <b>Workshop: Identify and Understand the Customer</b></p> <ul style="list-style-type: none"> <li>• Development of Personas</li> <li>• Empathy mapping</li> <li>• Peer feedback</li> </ul> <p><b>12:30 – 13:30 <i>Lunch break</i></b></p> <p>13:30 – 14:00 <b>Value Proposition Design</b></p> <ul style="list-style-type: none"> <li>• Research methods for value proposition design</li> </ul> <p><b>14:00 – 14:30 <i>Coffee break</i></b></p> <p>14:30 – 15:30 <b>Workshop: Value Proposition Design</b></p> <ul style="list-style-type: none"> <li>• Peer feedback</li> </ul> <p>15:30 – 16:00 <b>Wrap-Up &amp; Reflection</b></p>
<p><b>THURSDAY</b> <b>19 MARCH,</b> 8:00 – 16:00 CET</p>	<p><b>DAY 4: “DESIGNING SERVICES AND BUSINESS MODELS”</b></p> <p>8:00 – 9:00 <b>Service Design and Delivery.</b></p> <ul style="list-style-type: none"> <li>• Research methods for service design and service delivery.</li> </ul> <p><b>10:00 – 10:30 <i>Coffee break</i></b></p> <p>10:30 – 12:30 <b>Workshop: Service Design - Organizing for Service Delivery</b></p> <ul style="list-style-type: none"> <li>• Customer Journey</li> <li>• Service Blueprint</li> <li>• Peer feedback</li> </ul> <p><b>12:30 – 13:30 <i>Lunch break</i></b></p> <p>13:30 – 14:30 <b>Business Transformation &amp; Business Model Innovation</b></p> <ul style="list-style-type: none"> <li>• Research methods for business transformation and business model innovation.</li> </ul> <p><b>14:00 – 14:30 <i>Coffee break</i></b></p> <p>14:30 – 15:30 <b>Workshop: Business Model Innovation Remix</b></p> <ul style="list-style-type: none"> <li>• Re-shape and innovate the business model for service delivery</li> <li>• Peer feedback</li> </ul> <p>15:30 – 16:00 <b>Wrap-Up &amp; Reflection</b></p>

<b>FRIDAY 20 MARCH,</b> 17:00 – 19:30 CET	<b>DAY 5: “PRESENTATION AND REFLECTION”</b>  8:00 – 10:00 Project Wrap-Up and Finalization <i>10:00 – 10:30 Coffee break</i> 10:30 – 12:00 Project Presentations - Part A <i>12:00 – 13:00 Lunch break</i> 13:00 – 14:00 Project Presentations - Part B <i>14:00 – 14:30 Coffee break</i> 14:30 – 15:30 Conclusions 15:30 – 16:00 Farewell Ceremony
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#### C. SCHEDULE – ONLINE PART (AFTER)

<b>THURSDAY 26 MARCH,</b> 17:00 – 20:00 CET	17:00 – 19:00 Discussion on the project deliverables of the workgroups <ul style="list-style-type: none"> <li>● Constructive feedback and suggestions</li> </ul> 19:00 – 20:00 Evaluation of the BIP program and procedures
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