

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.

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

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

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

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

FRIDAY 20 MARCH, 17:00 – 19:30 CET	DAY 5: “PRESENATION AND REFLECTION” 8:00 – 10:00 Project Wrap-Up and Finalization 10:00 – 10:30 <i>Coffee break</i> 10:30 – 12:00 Project Presentations - Part A 12:00 – 13:00 <i>Lunch break</i> 13:00 – 14:00 Project Presentations - Part B 14:00 – 14:30 <i>Coffee break</i> 14:30 – 15:30 Conclusions 15:30 – 16:00 Farewell Ceremony

C. SCHEDULE – ONLINE PART (AFTER)

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