Course Descriptions None 2018-2019

Course Title	Value Proposition and Pricing of Smart Services
Course Code	EBC4227
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2019	7-6-2019	X			X	

Level	Advanced
Coordinator	Mahdi Ebrahim For more information:m.ebrahim@maastrichtuniversity.nl
Language of instruction	English
Goals	After this course, students will be able to: 1.Understand different strategies and tactics to create value for customers of smart services 2.Know how to create powerful value propositions for smart services and how to avoid the pitfalls in value proposition design 3.Know how to identify and set the optimal price for smart services 4.Apply an analytical framework to assess value proposition and pricing strategies of smart services
Description	'Value Proposition and Pricing of Smart Services' is the second course (next to Interaction Design) in the Service Design specialization of the MSc Business Intelligence & Smart Services. The course is based on the idea that customers buy value propositions, and not products, services or features. The course has two main objectives, namely to teach students how to create an outstanding value proposition for smart services and how to capture the value through an optimal value-based pricing strategy. The first half of the course is dedicated to introducing students to different strategies and tactics marketers use to create value for (and with) customers of smart services. In the second part of the course we focus on how firms can ensure that they reap the (financial) benefits for their value creation efforts. In particular, we focus on pricing, which is generally the least taught of the 4Ps despite its tremendous implications for firms' financial and strategic performance. In particular, we examine the user/consumer psychology of pricing for smart services as well as its strategic grounds.
Literature	
Prerequisites	
Keywords	
Teaching methods	PBL / Lecture
Assessment methods	Participation / Written Exam / Assignment
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Intelligence and Smart Services	No specialisation
Master Business Intelligence and Smart Services	Specialisation courses Service Design