



PROJECT NOTIFICATION

Ref. No.: 21-CP-34-GE-DLN-A-PN2100067-001

Date of Issue	09 September 2021
Project Code	21-CP-34-GE-DLN-A
Title	Self-learning e-Course on Service Design Thinking for SMEs
Launch Date	30 November 2021
Hosting Country(ies)	APO Secretariat
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Open
Nomination of Participants	Not Applicable
Closing Date for Nominations	Not Applicable

1. Objectives

- a. Introduce the concepts, tools, and methodologies of service thinking for SMEs.
- b. Enhance the adoption of service-thinking approaches in SME operations.
- c. Examine future trends in service thinking and their application for the business sustainability and productivity of SMEs.

2. Background

As part of their resilience, SMEs should be flexible in business approaches to adapt to the challenges brought by the COVID-19 pandemic and other unexpected circumstances. However, given the small size of their workforces and structures, SMEs are often less clear in their strategic approach. This includes adopting design thinking and design innovation, which is a holistic approach to system changes and process innovation aimed at enabling maximum returns.

According to the European Academy of Design (2019), SMEs around the world often lack an innovation culture. Compared to global giants such as Amazon, SpaceX, Apple, and Salesforce, which possess the resources for highly evolved innovation cultures, average SMEs have much fewer resources and therefore feel less compelled to promote innovation.

Service design thinking, however, is not the sole purview of large global companies. The principles, methodologies, and tools of service design thinking are applicable to small enterprises. Developing the appropriate service design thinking tools for SMEs will therefore enable the creation of innovation cultures that are essential for the continued growth and sustainable operations of SMEs. This e-learning course will introduce the participants to the key concepts, benefits, and applications of service design thinking to optimize the profitability and business sustainability of SMEs across APO member countries.

3. Modality of Implementation

- a. The course is offered through the APO e-learning platform: <http://eAPO-tokyo.org>
- b. Participants should register on this portal and create their own accounts.
- c. Certificates of completion will be provided for those who satisfactorily complete all the modules of the course, including quizzes and a final examination.

4. Scope and Methodology

The course will comprise five modules:

Module 1:

Introduction to service thinking: Benefits to SMEs

Module 2:

Essential service-thinking concepts and applications for SME operations

Module 3:

Case studies I: Service thinking in the food and beverage industry

Module 4:

Case studies II: Service thinking in the hospitality and tourism industry

Module 5:

Future trends in service thinking and service design for SMEs

Final examination

Methodology

Module study, additional study material for participants, quizzes for self-assessment, and a final

examination.

5. Requirements

- a. Have necessary devices and software comprising a computer/smartphone, updated browser, microphone, and speaker or headphones.
- b. Access to internet connections.
- c. Completion of all the modules, quizzes, and final examination.
- d. The APO e-certificate will be given to participants who score a minimum of 70% on the final examination.

6. Financial Arrangements

The APO will meet the assignment costs for resource persons to develop the course modules including quizzes and a final examination.

7. Actions by Member Countries

- a. Promote the courses nationwide.
- b. Provide the link to the APO e-learning platform on the NPO's website and social network services.

8. Actions by the APO Secretariat

- a. Identify and assign the resource person(s) to develop the course.
- b. Announce course commencement on the APO website and social network services.



Dr. AKP Mochtan
Secretary-General