



Faculty of Arts and Social Sciences  
Business Administration

## Syllabus

### The customer journey: A path to customer-driven value creation

<b>Course Code:</b>	FEA085
<b>Course Title:</b>	The customer journey: A path to customer-driven value creation <i>Kundresan: Vägen till kunddrivet värdeskapande</i>
<b>Credits:</b>	5
<b>Degree Level:</b>	Master's level
<b>Progressive Specialisation:</b>	Second cycle, has only first-cycle course/s as entry requirements (A1N)

#### Major Field of Study:

FOA (Business Administration)  
IEA (Industrial Management)  
PSA (Psychology)

#### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2021-10-25, and is valid from the Spring semester 2022 at Karlstad University.

#### Prerequisites

90 ECTS credits, including at least 30 ECTS credits at the G2F level or higher in the social, behavioural, or natural sciences, at least 2 years of work experience in a relevant professional area, and upper secondary level English 6 or A, or equivalent

#### Learning Outcomes

Upon completion of the course, students should be able to:

1. compare and apply relevant theories of interpersonal communication,
2. use and assess data collection methods such as observation and interview,

3. explain and apply the customer journey model, and
4. reflect upon the usefulness of value creation processes in theory and practice.

### **Content**

The aim of the course is for students to acquire increased knowledge and understanding of value creation processes through various methods with a focus on customer journeys. This is done in order to develop operations and contribute to increased competitiveness and profitability.

The course aims to offer theoretical knowledge about communication and practical communication tools. That knowledge and those tools are then related to the students' work in order to enhance their understanding of how value can be created and increased among customers, clients, and other target groups. Based on theory and practice, as well as the students' own experiences, the course alternates three workshops with lectures. The themes of the workshops are observation and interview as methods, the customer journey as a tool, and value creation processes. After completing the course, students have a better theoretical and practical understanding of value creation processes in relation to customers.

The course requires active participation in creating the course content through seminar discussions and other learning activities throughout the course. The course content is partly contributed by the students themselves and based on their experiences, questions, and challenges in the context of their own work. The course involves independent study, continuous reading, and active reflective participation.

### **Reading List**

See separate document.

### **Examination**

Assessment is based on written and oral assignments, completed individually and in groups, which are presented and discussed in mandatory seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.

