



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Servitization in theory and practice

Course Code:

FEAD39

Course Title:

Servitization in theory and practice
Tjänstefiering i teori och praktik

Credits:

5

Degree Level:

Master's level

**Progressive
Specialisation:**

Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:

FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2025-03-06, and is valid from the Autumn semester 2025 at Karlstad University.

Prerequisites

A degree of Bachelor of at least 180 ECTS credits in a main area of study in Technology, Natural Science, Social Science, or the Humanities, including a degree project of at least 15 ECTS credits at the G2E level, or 90 ECTS credits in Business Management as part of the Master programme (SACEK), and upper secondary level English 6 or B, or equivalent

Learning Outcomes

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

1. explain, analyse, and reflect critically upon how companies can create value for their customers, themselves, and other actors in the service ecosystem through an expanded service offering,
2. discuss, based on theories of circular economy and circular strategies, how services can act as enablers for the circular transition,
3. discuss concepts, models, theories, and tools related to servitisation, and

4. reflect critically upon how servitisation can be implemented in practice, supported by relevant theoretical frameworks.

Content

The course aims to provide students with knowledge and understanding of what servitisation entails, as well as the transformation it brings to value creation in businesses and other organisations. It further discusses why companies and organisations expand their service offerings and how servitisation can be implemented in practice. The course provides knowledge about concrete models, theories, and tools for applying servitisation. Central concepts such as service ecosystems, value creation, and sustainability are covered, and the course also addresses situations in which servitisation is not appropriate and the challenges that may arise in its application.

Reading List

See separate document.

Examination

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