



Faculty of Arts and Social Science
Business Administration

Syllabus

Advanced service management

Course Code:	FEAD49
Course Title:	Advanced service management <i>Advanced service management</i>
Credits:	15
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 Science 2016-09-16, and is valid from the Spring semester 2017 at Karlstad University.

Prerequisites

Business Administration 90 ECTS cr of which at least 30 ECTS cr are for master-level courses. Upper secondary level English 6, B or equivalent.

Learning Outcomes

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

- discuss concepts in service management research,
- discuss concepts, models, theories and perspectives in the service management field,
- explain the differences between traditional and current theories of service management,
- describe, discuss, analyse and critically reflect on the role and importance of the service perspective to customers, stakeholders, organisations and society,
- apply concepts and models to service operations with a focus on value creation, and
- explain the value creation of the service perspective and its application to customers, stakeholders, organisation and society.

Content

Service management research is described, and central concepts and their use in service research and practice are discussed and analysed, such as service, service quality, meeting the customer, value creation, goods and service logic and service innovations. Also discussed are models to describe, categorise and analyse value creation through services. Special focus is on how the organisation can create value for the customers and how customers themselves create value, and how this takes place in direct interaction between customers, stakeholders, organisations and society.

Instruction is in the form of lectures and seminars.

Reading List

See separate document.

Examination

Assessment is in the form of written and oral, individual and group assignments, presented and discussed in mandatory seminars.

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 course FEAD49 cannot be included in the same degree programme as FEAD05 and FEAD48.

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