



Faculty of Arts and Social Sciences
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 Sciences 2022-03-08, and is valid from the Autumn semester 2022 at Karlstad University.

Prerequisites

90 ECTS credits in Business Administration, including at least 30 ECTS credits at the G2F level or higher, or a Master of Science in Industrial Engineering and Management (75 ECTS credits), including IEGA05 Industrial marketing (7.5 ECTS credits), IEGA06 Industrial organisation (7.5 ECTS credits), IEGA07 Industrial management accounting (7.5 ECTS credits), and IEGA09 Corporate finance (7.5 ECTS credits), and at least 15 ECTS credits at the G2F level or higher, including some of the courses IEGC01 Sales management (7.5 ECTS credits), IEGC02 Entrepreneurship (7.5 ECTS credits), IEAD01 Quality management and CSR (7.5 ECTS credits), IEAD02 Industrial transformation (7.5 ECTS credits), IEAD03 Innovation management (7.5 ECTS credits), IEAD04 Service management for engineers (7.5 ECTS credits), IEAD06 Idea management in the front end of innovation (7.5 ECTS credits), or IEAD08 Servitisation for engineers (7.5 ECTS credits), and upper secondary level English 6, or equivalent

Learning Outcomes

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

1. discuss concepts in service management research,
2. discuss concepts, models, theories, and perspectives in the service management field,
3. explain differences between traditional and current theories of service management,
4. describe, discuss, analyse and critically reflect upon the role and importance of the service perspective to customers, stakeholders, organisations, and society, including its influence on social and environmental factors,
5. apply concepts and models to service organisations with a focus on value creation,
6. explain service perspective and how it can be applied to create value for customers, stakeholders, organisations, and society, and
7. produce and present texts in accordance with academic scientific requirements.

Content

Developments in service research (service management research) are described, and central concepts and their use in service research and practice are discussed and analysed, such as service, service quality, customer experience, value creation, goods and service logics, and service innovations. Also, models to describe, categorise, and analyse value creation through services are discussed. There is a special focus on how organisations can create value for and with customers, how customers themselves create value, and how this takes place in direct interaction between customers, stakeholders, organisations and society.

The course consists of lectures, seminars, and discussions. Active participation is required.

Reading List

See separate document.

Examination

Assessment is based on written and oral individual and group assignments, 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.

