



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Alternative perspectives in service management

Course Code:	FEAD59
Course Title:	Alternative perspectives in service management <i>Alternativa perspektiv inom service management</i>
Credits:	7.5
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 2022-02-15, 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, and upper secondary level English 6, or equivalent

Learning Outcomes

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

1. define, interpret, and explain central concepts in current service research,
2. describe, compare, analyse, and apply different perspectives in current service research,
3. give an account of and reflect upon the development of theories, perspectives, and traditions in service research,
4. give an account of and reflect upon how different service research perspectives and theories can be applied in organisations, businesses, and markets,
5. analyse and critically reflect upon the significance and influence of the service perspective in organisations, businesses, markets, and society, in relation to business administration

perspectives and the contemporary perspectives of sustainability and gender equality, 6. search for, collect, compare, and present scientific texts on service research, and 7. produce and present texts in accordance with academic conventions.

Content

The course covers alternative theories and perspectives in the area of service management research through introducing the students to the current forefront of service research. The course compares early and traditional perspectives on service management research to contemporary, more critical perspectives, and analyses how both traditional and recent approaches influence practices and norms in the areas of service organisation and value creation. The course includes discussion and analysis of the implications of service management research in relation to the development of markets and organisations as well as interactions and value creation, with a special focus on sustainable development related to well-being and gender equality.

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.