



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Applying Service Research for Professionals

Course Code:	FEAD81
Course Title:	Applying Service Research for Professionals <i>Tillämpad service management för yrkesverksamma</i>
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 2020-12-15, and is valid from the Spring semester 2021 at Karlstad University.

Prerequisites

90 ECTS credits completed in Business Administration, including at least 30 ECTS credits at the G2F level or higher, or at least two years of work experience in an area relevant to the course, plus upper secondary level English 6 or B, or equivalent

Learning Outcomes

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

1. discuss concepts, models, theories, and perspectives in service management research,
2. describe, discuss, analyse, and reflect critically upon various service research theories and how they have been developed, and
3. apply theories to current challenges experienced by businesses, organisations, and society.

Content

The course outlines the development of service management research. Students discuss and analyse key concepts in service research and how they are used, both in research and in practice. Discussions concern for instance service, value creation and other relevant concepts, models, and theories, with a special focus on how organisations can create value for customers, but also how customers create value and how value creation happens in direct interaction between customers, stakeholders, organisations, and society.

Students participate actively in discussions initiated by the teacher, either on campus or online. The content of course discussions is partly contributed and co-created by the students themselves as they apply theories, concepts, and models to their own experiences. Independent coursework, continuous reading of relevant texts, and active reflection and participation in teaching sessions are required.

Reading List

See separate document.

Examination

Learning outcome 1 is assessed on the basis of active participation in the Karlstad University virtual learning environment: students show the teacher and other students that they have assimilated the course content.

Learning outcomes 2 and 3 are assessed on the basis of individual written assignments presented and discussed in mandatory seminars.

One resit is offered per course instance, if necessary. If a student has a valid reason to miss a mandatory component, the examiner may decide that the active participation required for learning outcome 1 can be replaced with a comparable individual assignment.

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.