



Faculty of Arts and Social Sciences  
Business Administration

# Syllabus

## Servitization: from theory to practice

<b>Course Code:</b>	FEAD97
<b>Course Title:</b>	Servitization: from theory to practice <i>Tjänstefiering: från teori till praktik</i>
<b>Credits:</b>	5
<b>Degree Level:</b>	Master's level
<b>Progressive Specialisation:</b>	Second cycle, has only first-cycle course/s as entry requirements (A1N)

### Major Field of Study:

FOA (Business Administration)  
IEA (Industrial Management)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2023-05-25, and is valid from the Autumn semester 2023 at Karlstad University.

### Prerequisites

90 ECTS credits completed in the social, behavioural, or natural sciences, including at least 30 ECTS credits at the G2F level or higher, at least 2 years of relevant work experience, and upper secondary level English 6, or equivalent

### Learning Outcomes

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

1. explain, analyse, and reflect critically upon how businesses can create value for their customers, themselves, and other actors in the service ecosystem through expanding the range of services that they offer,
2. discuss how services can be used to enable the transition to a circular economy, based on theories of circular economy and circular strategies,
3. discuss concepts, models, theories, and methods of servitisation, and

4. plan, assess, and reflect critically upon what servitisation might mean in practice, with support from relevant theories.

### **Content**

The aim of the course is for students to acquire enhanced knowledge and understanding of how a holistic perspective on servitisation can be used to analyse opportunities and challenges, with a focus on value creation in businesses and other organisations. There is a focus on service ecosystems, value creation, and sustainability, with a special emphasis on manufacturing companies. However, the models and theories presented in the course are also applicable to service providers and other types of organisations. Concrete models, theories, and models that can facilitate processes of change in the direction of servitisation are discussed. Upon completion of the course, students have developed a plan for how their own organisations can implement the process of change required for servitisation in practice.

The course requires independent study, continual reading, and active participation and reflection in seminars. A central part of the course is for students to reflect upon the application of models, theories, and methods, and share experiences with each other. The course content is thus co-created with the students and discussions are based on their questions and challenges in their own work.

### **Reading List**

See separate document.

### **Examination**

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

