



Faculty of Economic Sciences, Communication and IT
Business Administration

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Economic Sciences, Communication and IT on 22 November 2011, and is valid from the Autumn semester of 2011 at Karlstad University.

Course Code: FEGB49

Service Management and Real Estate, 6 ECTS Credits

(Service Management för fastighetsekonomer, 6 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: ()

Language of Instruction

Swedish

Prerequisites

Business Administration 30 ECTS credits

Major Field of Study

Learning Outcomes

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

- give an outline of the central theoretical schools in Service Management,
- give an account of the role of services in society and discuss and apply key concepts for service management such as:
 - models for describing and categorising service
 - managing demand and supply dependent enterprises
 - service quality
 - the sensory and physical context of the service
 - value creation
 - service development and service innovation
 - the service encounter and related concepts

Content and Form of Instruction

The first part of the course centres on understanding, mastering and in discussions applying basic service related concepts. The course deals with perspectives on service in for instance the service sector as a subset of the total economy, services in relation to physical products and services as value-creating processes. The real estate business and the agent's profession role are analysed from a service perspective.

The second part of the course deals with central theories, concepts, models and related tools of Service Management, i.e. service management control. This part is practical and addresses management functions from a customer-centered perspective.

Reading List

See separate document.

Examination

Assessment is based on a written exam.

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 assessment is based on student views and experiences as reported in written course evaluations and/or group discussions. Students will be informed of the result of the evaluation and of the measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional Information

Students who enrolled before 1 July 2007 will complete their studies in accordance with the requirements of the earlier admission. Upon completion students may request degree and course certificates to be issued under the current ordinance if they meet its requirements.

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

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