



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Service Management for real estate economists

Course Code:	FEGB57
Course Title:	Service Management for real estate economists <i>Service Management för fastighetsekonomer</i>
Credits:	12
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2022-02-13, and is valid from the Autumn semester 2022 at Karlstad University.

Prerequisites

Business Administration 30 ECTS credits

Learning Outcomes

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

1. give a general account of the most important schools of thought in Service Management in general, and in the context of real estate affairs in particular,
2. discuss and apply key concepts for leadership in service organisations,
3. identify and analyse business models based on a survey of a real estate organisation,
4. give an account of how different functions in a real estate agency interact,
5. analyse market information and explain the consequences of different alternative decisions in a service organisation,
6. develop strategies for a service organisation based on theories of service marketing, and using internal and external information,

7. give an account of and arguments for and reflect upon their own view on leadership in service organisations in general and in the context of real estate affairs in particular, and
8. critically analyse research literature on leadership in service organisations and demonstrate awareness regarding ethical aspects of leadership in service organisations.

Content

The course treats perspectives on services such as the service sector as a part of the economy as a whole, services in relation to physical products, and services as value-creating processes. Real estate as an industry and the professional role of the real estate agent are analysed in a service perspective. The first part of the course is about understanding and mastering basic service-related concepts, and applying them in discussion. The second part covers central theories, concepts, models, and related tools for Service Management, that is, the management of service organisations. The second part is more practical and addresses the managerial function from a customer perspective.

Reading List

See separate document.

Examination

All learning outcomes are assessed on the basis of written and oral group assignments and a more substantial individual written assignment, 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.