



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Course Approval

The syllabus was approved by the Faculty Board of Arts and Social Sciences on 12 March 2014, and is valid from the Autumn semester of 2014 at Karlstad University.

Course Code: FEGC46

Service management, 15.0 ECTS Credits

(Service management, 15.0 Swedish credit points)

Degree Level: Bachelor

Progressive Specialisation: G2F (First cycle, has at least 60 credits in first-cycle course/s as entry requirements)

Language of Instruction

English

Prerequisites

Business Administration 60 ECTS cr

Major Field of Study

FOA (Business Administration)

Learning Outcomes

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

- give an account the role of services in society,
- discuss and apply key concepts of service management, such as:
 - models for describing and categorising services
 - service quality
 - the sensual and physical context of service
 - value creation
 - service recovery
 - service system
 - the service event and related concepts
- reflect on different methods for quality development,
- discuss and analyse theoretical and practical business problems from a service perspective, orally and in writing,
- search and use scholarly texts in the field,
- give a considered account of and argue for their own view on service operations, and
- demonstrate awareness of ethical aspects of service management.

Content and Form of Instruction

The specific properties of services and the consequences of these for the leading/management of service operations are described- Special attention is paid to considerations of value creation, the role of the customer, quality development, leadership in service businesses and service systems. An overview of recent research in

service management is provided.

The course spans a broad research area in the field as well as providing deepened detail study of some renowned scholarly articles. Special emphasis is given to the structure of academic articles. Course teachers are normally researchers in the field.

Reading List

See separate document.

Examination

Assessment is based on a written exam and two hand-in assignments of which one must be individually authored. The hand-in assignments are presented and discussed in mandatory seminars.

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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