



Faculty of Arts and Social Sciences
Business Administration

Syllabus

Service management

Course Code:	FEGC46
Course Title:	Service management <i>Service management</i>
Credits:	15
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has at least 60 credits in first-cycle course/s as entry requirements (G2F)

Major Field of Study:
FOA (Business Administration)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2023-03-15, and is valid from the Autumn semester 2023 at Karlstad University.

Prerequisites

Business Administration, 60 ECTS credits, including at least 30 ECTS credits at the G1F level or higher, or equivalent

Learning Outcomes

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

1. discuss and apply concepts, models, theories, and perspectives in service management research,
2. describe, discuss, analyse, and reflect critically upon the role and significance of the service perspective for customers, organisations, society, and other stakeholders,
3. explain, discuss, and apply concepts and models used in service management research and their significance for customers, companies, other organisations, and society from the perspective of sustainability,
4. search for, collect, assess, and use service management research, and

6. write, present, and discuss texts in accordance with academic and scientific requirements.

Content

The course includes discussion and analysis of central concepts in service management research, as well as how they can be used in both research and practice. Among other things, the course discusses the concept of service and characteristics of services, as well as the implications of services in terms of management and control of companies and other organisations. Other topics that are discussed in the course include service quality, interactions, servicescape, the role and significance of employees and customers for service providers. The course also covers tools and models used to describe, categorise, and analyse value creation through services. Additionally, the course describes and discusses the development of service research (service management research), and connects to sustainability.

The course consists of lectures and seminars, and active participation is required. The course also requires students to work independently.

Reading List

See separate document.

Examination

Assessment is based on a written exam as well as written and oral, group and individual assignments 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.