



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Service Management

Valid from 08/31/2026

Course Code: FEGB58
Course Title: Service Management
Credits: 6
Degree Level: Undergraduate level

Books

Wirtz, J. Chew, P. Lovelock, C. *Essentials of Services Marketing* (2 ed.). Upper Saddle River, New Jersey: Pearson

Till kursbok kommer vetenskapliga artiklar ingå som kurslitteratur, max 200 sidor

Approved by the Faculty Board of Arts and Social Sciences 10/09/2025