



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Service management

Valid from 05/20/2019

Course Code: FEGC46

Course Title: Service management

Credits: 15.0 ETCS cr

Degree Level: Undergraduate level

Books

Skålen, P. (2018). *Service logic*. Solna: Studentlitteratur

Wirtz, J. Chew, P. Lovelock, C. *Essentials of Service Marketing* (3rd edition). Upper Saddle River: New Jersey: Pearson

Articles

Vetenskapliga artiklar, ca 500 sidor

Approved by the Faculty Board of Arts and Social Sciences 05/20/2019