



Faculty of Arts and Social Sciences
Business Administration

Course Reading

Servitisation for engineers

Valid from 01/18/2021

Course Code: IEAD08

Course Title: Servitisation for engineers

Credits: 7.5 ETCS cr

Degree Level: Master's level

Books

Kowalkowski, C. & Ulaga, W. (2017). *Service Strategy in Action: A Practical Guide for Growing Your B2B Service and Solution Business*. Service Strategy Press

Articles about 500 pages.

Approved by the Faculty Board of Arts and Social Sciences 02/24/2020