

Course Title	Service Management
Course Code	EBC4076
ECTS Credits	6,5
Assessment	Whole/Half Grades

Level	Advanced
Coordinator	Mark Steins, Gaby Odekerken-Schröder For more information: m.steins@maastrichtuniversity.nl ; g.odekerken@maastrichtuniversity.nl

Goals	<p>The services sector is all around us in industries like government, healthcare, education, hospitality, social media, and business services. All of these industries are facing needs to transform or are currently embracing and creating new elements. Think of AirBnB, Pokémon Go, IBM's dr Watson, and all kinds of quantified-self applications. Nowadays, the service industry is the largest sector in Western economies and contributes 74% to GDP. Because of its relevance, and the difficulty to manage the intangible and often complex services, services management deserves explicit attention in a master of Strategic Marketing. Traditionally, services research focused on a provider (e.g. doctor) and customer (e.g. patient). Nowadays, we realize that services are typically experienced in a complex service system consisting of configurations of people, technology and organizations. Services are also more and more developed in co-creation with different stakeholders to comply with their needs and wants.</p> <p>This course provides students with state-of-the art knowledge on advanced service management topics and emphasizes the development of skills that are needed in a service environment by means of offering various didactic approaches as well as a real-life project in the services industry.</p> <p>In this course, the student will:</p> <ol style="list-style-type: none"> 1. Gain an appreciation for the challenges inherent in and managing services 2. Learn strategies, tools, and approaches for addressing the challenges of services management 3. Develop advanced knowledge on state-of-the-art services literature 4. Understand the complexities of service design, delivery, and communication 5. Further develop professional and analytical skills by a real-life project in the service industry and by challenging in-class assignments
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Literature	State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum) at the section course material / group meetings.
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Teaching methods	Presentation / Lecture / Assignment / Groupwork
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Evaluation in previous academic year

For the complete evaluation of this course please click <http://iwiio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation	Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
	Master Business Research - Operations Research	Year 1 Elective Course(s)
	Master Business Research - Operations Research	Year 2 Elective Course(s)
	Master Human Decision Science	Elective Course(s)
	Master International Business - Strategic Marketing	Compulsory Course(s)
	SBE Exchange Master	Master Exchange Courses
	SBE Non Degree Courses	Master Courses