Course Descriptions None 2021-2022

Course Title	Smart Service Management
Course Code	EBC4256
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	31-1-2022	25-3-2022		X		X	

Level	Advanced
Coordinator	Mahdi Ebrahim For more information:m.ebrahim@maastrichtuniversity.nl
Language of instruction	English
Goals	Upon successful completion of this course, students will be able to: * devise suitable strategic plans when developing new smart service; * design an appropriate organizational configuration for implementing new smart services; * take into account human resource considerations when designing and executing new services.
Description	"Smart service management" is one of the elective courses offered in period 4 in the MSc Business Intelligence and Smart Services. The course is based on the idea that for benefiting from development of smart services it is not enough to learn and implement technical aspects of BI nor is the knowledge of customer-driven design of new services. Without a well-thought and full-fledged digital strategy, as well as a supporting digital organization creating beneficial smart value proposition is not feasible. Furthermore, capturing the created value requires a well-developed smart, data-driven and value-based pricing practice.
Literature	* Nagle, Thomas T., and Georg Muller. The strategy and tactics of pricing: A guide to growing more profitably. 6th Edition, Routledge, 2018. * Selected scientific research
Prerequisites	
Keywords	
Teaching methods	PBL / Lecture / Assignment / Groupwork
Assessment methods	
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Intelligence and Smart Services	Core Course(s)