Course Descriptions None 2025-2026

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

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	2-2-2026	27-3-2026	X			X	

Level	Advanced
Coordinator	Gaby Odekerken-Schröder For more information:g.odekerken@maastrichtuniversity.nl
Language of instruction	English
Goals	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 difficultly 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. 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. In this course, the student will: 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
Description	In contrast to many BSc courses on services marketing that use a services textbook with the principles of services marketing, this advanced MSc course is offered at a completely different level, addressing the most recent strategic and operational issues in service management. The course will familiarize students with cutting edge service management themes such as complex service systems, transformative services, service design, managing service relationships and many more. The list of articles will include the most recent and award winning scientific publications. This course is also unique in terms of its set-up. Students will meet approximately 10 times in class, where they will participate in sessions that are completely different in their set-up. As an illustration, in one session they will have to present without using any technical devices, in another session they will conduct a role play and in yet another session they will be exposed to a time-pressure assignment. Next to this variety, students will work in teams on a real-life challenge in the services industry. A services organization will invite students to develop a service management strategy for a particular challenge and will also be involved in evaluating students' report and presentation at the end of the course.
Literature	State of the art scientific articles
Prerequisites	- All students who are admitted to the master International Business can follow this course. - Exchange students with a Bachelor degree in Business, or with another Bachelor degree, including a minor in Marketing are admitted too. - An advanced level of English.
Transitional Regulations	TRANSITIONAL REGULATIONS <ul class="trcohorts"> - Master Business Research - Master Business Research - Operations Research - In 2024-2025 and 2025-2026 education and exam/resit opportunities are offered. - In 2026-2027 exam/resit opportunities are offered. - From 2027-2028 onwards, the course is cancelled. <table><col style="width: 200px;"><col style="width: 120px;"><col style="width: 120px;"><col><thead><tr><th>Academic Year</th><th>Education</th><th>Exam/Resit</th><th>Replacement(s)</th></tr></thead><tbody><tr><td>2024-2025 - 2025-2026</td><td>X</td><td>X</td><td> </td></tr><tr><td>2026-2027</td><td> </td><td>X</td><td> </td></tr><tr><td>2027-2028 onwards</td><td> </td><td> </td><td> </td></tr></tbody></table>
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork / Research / Skills / Coaching
Assessment methods	Final Paper / Assignment / Presentation
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 Research - No specialisation	In transition - Y1 Disc IB Strategic Marketing
Master Business Research - Operations Research	In transition - Year 1+2 Elective Courses
Master Business Research - Operations Research	Transitional Regulation
Master Human Decision Science	Elective Courses
Master International Business - Strategic Marketing	Compulsory Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses