



## Course syllabus

School of Business and Economics  
Department of Marketing and Tourism Studies

1FE634 Service Management and Design Thinking, 7,5  
högskolepoäng

Service Management and Design Thinking, 7.5 credits

### **Main field of study**

Business Administration

### **Subject**

Business Administration

### **Level**

First cycle

### **Progression**

G1N

### **Date of Ratification**

Approved 2024-06-17.

Revised 2026-04-30. The prerequisite requirement has been supplemented with subjects according to GY25.

The course syllabus is valid from spring semester 2027.

### **Prerequisites**

General entry requirements

You also need:

English 6

Or:

English level 2

### **Objectives**

After completing this course the student should be able to:

- describe and apply basic concepts within Services Marketing
- explain and apply different approaches to Relationship and Service quality
- describe, analyze and evaluate processes leading to a service offering
- explain and apply models for a customer oriented organisation
- analyze a real business situation and design effective strategies for service production
- explain and apply Design Thinking principles on an organisations strategic decisions

## Content

The course contains:

- the importance of services and relationships
- the nature of Services and Service consumption
- quality in services and relationships
- the extended service offering
- principles for Services Management
- brand relationships and image
- design thinking for service processes

## Type of Instruction

The teaching consists of lectures and seminars.

## Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through individual written examination 4 credits, a groups assignment that is presented in writing 2.5 credits and orally 1 credit.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:

1FE452 with 7.5 credits.

## Required Reading and Additional Study Material

### **Required reading**

Grönroos, Christian. *Service Management and Marketing – Managing the Service Profit Logic*. United Kingdom: John Wiley & Sons Ltd. Latest edition. About 500 pages.

### **Additional study material**

Scientific articles. About 200 pages.