



## Course syllabus

School of Business and Economics

Department of Marketing

2FE407 Företagsekonomi III - Perspektiv på service managementforskning, 7,5 högskolepoäng

Business Administration III - Perspectives on Service Management Research, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by School of Business and Economics 2021-06-30

The course syllabus is valid from spring semester 2022

### **Prerequisites**

Business Administration 60 credits G1N and G1F level, of which at least 22.5 credits marketing, English B/English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- discuss and explain different perspectives in service management research published in the last 10 years
- formulate and discuss research problems and methodologically based research strategies that respond to the problem
- analyse, interpret and evaluate research based on scientific, social and ethical aspects
- develop and critically discuss a research proposal within the field of service management

## Content

The course contains:

- perspectives on service management research during the last 10 years
- research processes within the field of service management
- research proposal within the field of service management
- scientific, social and ethical issues related to service management research

## Type of Instruction

The teaching consists of lectures, workshops and seminars. Dates for compulsory elements are stated in the schedule.

## Examination

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

The course is examined through written assignments.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Required Reading and Additional Study Material

### Required reading

Saunders, M., Lewis, P. & Thornhill, A. *Research methods for business students*. Pearson. Latest edition. About 870 pages.

### Additional study material

Scientific articles covering the last 10 years of service management research. About 400 pages.