



COURSE DESCRIPTION

SEV3100 Service Management

1. Degree	Bachelor in Tourism and Relationship Management
2. Year/semester	3 rd year, 5 th semester
3. Credits	10
4. Course instructor	Associate professor Patrick Verde
5. Contact hours	50
6. Course prerequisites	General study qualifications.
7. Learning goals	The students will get an overview on the meaning and content of integrated service management. The objective is to give the students an understanding of how value is created for customers – customers expectancies and experiences. The students are to understand how to analyze causes and how to develop means to overcome for sub-performance on customer satisfaction. The final focus is to understand how to reach service leadership.
8. Course contents	<p>Service management as a businesslogic</p> <p>Varied models on understanding servicebusinesses</p> <p>Understand servicedelivery</p> <p>The unique aspects of service</p> <p>The serviceprocess and servicemanagement</p> <p>Trends in customerservice</p> <p>Servicequality as a customer defined entity</p> <p>Customer needs and expectancy</p> <p>Identifying qualitygaps as a cause to sub optimal customer satisfaction</p> <p>The role of technology</p> <p>Customers evaluationprocess</p> <p>Customers buying process</p>

	<p>Service as an integrated experience</p> <p>Customers as co-creators</p> <p>Organizing for serviceleadership</p> <p>Employees role in servicedelivery</p> <p>Recruiting people</p> <p>Developing competence</p> <p>Developing management</p> <p>The role and ambiguity of incentive systems</p> <p>The moment of truth</p> <p>Handling complaint</p> <p>Customers approach to complaint</p> <p>Service recovery systems</p> <p>Serviceguarantees</p> <p>Organizing for innovation</p> <p>Managing innovation</p> <p>pricing</p> <p>”Bundling” and ”unbundling”</p> <p>Price- and costcarriers</p> <p>Lifecyclevalue</p> <p>Pricing on the basis of experiences</p> <p>Pricing on the basis valueperception</p>
9. Method of instruction	<p>A combination of teaching in relation to the chosen literature, student presentations and discussions. Students will have to do individual presentations and will be expected to use considerable time working on a courseproject between teaching hours.</p>
10. Assessment	<p>An individual multiple choice exam – three hours – evaluated as passed/non passed.</p> <p>A one week home exam based on the group project performed through the course. The home exam counts for 100% of the final grade. The individual MC exam has to be passed to obtain the final grade.</p>
11. Course syllabus	<p>Mossberg, Lena. 2007. <i>Å skape opplevelser: fra ok til wow!</i> Bergen: Fagbokforlaget. ISBN: 978-82-450-0526-4. (207</p>

	<p>s) Pris: 325,-</p> <p>Verde, Patrick, red. 2008. <i>Kompendium: turisme og service</i>. Oslo: Markedshøyskolen Campus Kristiania. (ca 150 s.) Pris: ca 150,-</p> <p>Zeithaml, Valarie A., Mary Jo Bitner og Dwayne David Gremler. 2009. <i>Services marketing: integrating customer focus across the firm</i>. 5th ed. New York: McGraw-Hill/Irwin. ISBN: 978-0-07-338093-3. (708 s.) Pris: 475,-</p> <p><i>Kompendium : turisme og service inneholder:</i></p> <p>Arnould, Eric J. og Linda L. Price. 1993. River Magic: Extraordinary Experience and the Extended Service Encounter. <i>Journal of Consumer Research</i> 20 (1):24.</p> <p>Babakus, Emin, Ugur Yavas, Osman Karatepe og Turgay Avci. 2003. The effect of management commitment to service quality on employees' affective and performance outcomes. <i>Journal of the Academy of Marketing Science</i> 31 (3):272.</p> <p>Banker, Rajiv D., Gordon Potter og Dhinu Srinivasan. 2005. Association of Nonfinancial Performance Measures with the Financial Performance of a Lodging Chain. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 46 (4):394.</p> <p>Beatson, Amanda, Nick Lee og Leonard V. Coote. 2007. Self-Service Technology and the Service Encounter. <i>Service Industries Journal</i> 27 (1):75.</p> <p>Brown, Tom J., John C. Mowen, D. Todd Donovan og Jane W. Licata. 2002. The Customer Orientation of Service Workers: Personality Trait Effects on Self-and Supervisor Performance Ratings. <i>Journal of Marketing Research (JMR)</i> 39 (1):110.</p> <p>Den Hartog, Deanne N. og Robert M. Verburg. 2002. Service excellence from the employees' point of view: the role of first line supervisors. <i>Managing Service Quality</i> 12 (3):159.</p> <p>Froehle, Craig M., Aleda V. Roth, Richard B. Chase og Christopher A. Voss. 2000. Antecedents of New Service Development Effectiveness: An Exploratory Examination of Strategic Operations Choices. <i>Journal of Service Research</i> 3 (1):3.</p>
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<p>Hartline, Michael D. og O. C. Ferrell. 1996. The Management of Customer-Contact Service Employees: An Empirical Investigation. <i>Journal of Marketing</i> 60 (4):52.</p> <p>Holloway, Betsy Bugg og Sharon E. Beatty. 2008. Satisfiers and Dissatisfiers in the Online Environment: A Critical Incident Assessment. <i>Journal of Service Research</i> 10 (4):347.</p> <p>Kee-Fu Tsang, Nelson og John Ap. 2007. Tourists' Perceptions of Relational Quality Service Attributes: A Cross-Cultural Study. <i>Journal of Travel Research</i> 45 (3):355.</p> <p>Kwortnik, Robert J. 2007. Driving Demand for the Quarterdeck: A Case Study. <i>Cornell Hospitality Quarterly</i> 48 (3):323.</p> <p>Magnini, Vincent P. og Earl D. Honeycutt Jr. 2005. Face Recognition and Name Recall: Training Implications for the Hospitality Industry. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 46 (1):69.</p> <p>Mattila, Anna S. 2006. The power of explanations in mitigating the ill-effects of service failures. <i>Journal of Services Marketing</i> 20 (6/7):422.</p> <p>McGuire, Kelly A. og Sheryl E. Kimes. 2006. The Perceived Fairness of Waitlist-management Techniques for Restaurants. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 47 (2):121.</p> <p>Parasuraman, A., Valarie A. Zeithaml og Leonard L. Berry. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i> 49 (4):41.</p> <p>Severt, Denver og Paul D. Rompf. 2006. Consumers' Perceptions of Fairness and the Resultant Effect on Customer Satisfaction. <i>Journal of Hospitality & Leisure Marketing</i> 15 (1):101.</p> <p>Testa, Mark R. og Lori J. Sipe. 2006. A Systems Approach to Service Quality. <i>Cornell Hotel & Restaurant Administration Quarterly</i> 47 (1):36.</p> <p>Yuksel, Atila. 2001. Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda: Part One. <i>Journal of Travel & Tourism Marketing</i> 10 (4):47.</p>

	———. 2001. Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda: Part Two. <i>Journal of Travel & Tourism Marketing</i> 10 (4):81.
12. Recommended reading	