SMAA35, Digital Service Management, 15 credits
Digital service management, 15 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2017-03-09 to be valid from 2017-03-15, autumn semester 2017.

General Information

The course is offered as a freestanding course.

Language of instruction: English

Main field of studies	*Depth of study relative to the degree requirements*
Service Management	G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

For a pass on the course, students must

Knowledge and understanding
- demonstrate knowledge and understanding of the significance and role of digitisation for service operations from a general societal perspective and a more specific service management perspective
- demonstrate knowledge and understanding of the significance and role of digitisation for service consumption
- demonstrate knowledge and understanding of the opportunities and challenges resulting from the digitisation of services

Competence and skills

- demonstrate the ability to analyse the digitisation of services from consumer, organisational and societal perspectives
- demonstrate skills in identifying challenges caused by the digitisation of services, and
- the ability to propose solutions to these challenges

Judgement and approach
- demonstrate a critical approach to the digitisation of service operations

Course content

The point of departure of the course is the increasing digitisation of information and communication within the service sector. Furthermore, new types of services are created through digitisation. Consequently, an increasing number of services are provided through different types of digital platforms. The aim of the course is to provide a basic understanding of the digitisation of the service sector and the changes caused by digitisation.

The course consists of three components:

1 Theoretical perspectives on digitisation, digital communication and service management (8 credits)
This component introduces the students to basic theories on digitisation, digital communication and service management.

2 Digitisation in different service operations (3.5 credits)
This component provides students with specialised study of the implications of digitisation within service operations.

3 Practical perspectives on the digitisation of services (3.5 credits)
This component enables students to apply the knowledge acquired on the course and individually selected texts to a practical example.

Course design

The teaching consists of lectures, guest lectures, workshops and seminars. Different types of digital communication is used in the course.

Attendance at seminars is compulsory unless there are special grounds. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

The assessment is based on

Component 1: Individual exam
 Component 2: Individual oral presentation and seminar discussions
 Component 3: Written and oral presentation of a report

The following opportunities for assessment shall be offered for each course/module with identical content: a first examination, a re-sit close to the first examination and a second re-sit for courses that have been completed in the past academic year.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.
For the grade of Pass, the student must fulfil the learning outcomes specified for the course. For the grade of Pass with Distinction the student must also demonstrate particular theoretical awareness and analytical ability. To be awarded a grade of Pass on the whole course, the student must have been awarded this grade on all components. To be awarded a grade of Pass with Distinction on the whole course, the student must have been awarded this grade on component 1701 and one of the components 1702 and 1703.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be admitted to the course, the student must satisfy the general admission requirements and have at least 60 higher education credits.

Subcourses in SMAA35, Digital Service Management

Applies from H17

1701   Individual written examination, 8,0 hp
       Grading scale: Fail, Pass, Pass with distinction
1702   Individual oral presentation, 3,5 hp
       Grading scale: Fail, Pass, Pass with distinction
1703   Report, 3,5 hp
       Grading scale: Fail, Pass, Pass with distinction