



## Service Logic in Theory and Practice Tjänstelogik i teori och praktik

7.5 credits

7.5 högskolepoäng

**Ladok Code:** A1TP1B

**Version:** 1.0

**Established by:** Committee for Education in Business and Working Life 2023-04-12

**Valid from:** Autumn 2023

**Education Cycle:** First cycle

**Main Field of Study (Progressive Specialisation):** Business Administration (G1F)

**Disciplinary Domain:** Social sciences

**Prerequisites:** General entry requirements and 45 credits in business administration, including 15 credits in marketing courses.

**Subject Area:** Business Administration

**Grading Scale:** Fail (U), Pass (G) or Pass with Distinction (VG)

### Content

The course aims to provide a good understanding of service logic as theory and practice in managing, organising, and analysing companies and other organisations. The course consists of three parts. The first part introduces key concepts, theories, and models with a particular emphasis on how value can be created, but also destroyed, for customers, employees and owners. This includes understanding and analysing service logic versus product logic, resources, activities, resource integration and value co-creation/destruction processes. The second part of the course introduces service ecosystems and how value is created/destroyed in them. It includes understanding and analysing how service ecosystems, as a configuration of actors with a common goal, create/destroy value through resource integration. The third and final part of the course discusses servitisation and service innovation as approaches to enhance value creation through the development of existing and/or creation of new practices and/or resources. The focus is on identifying and analysing opportunities and challenges in developing (new) services from a B2B and B2C perspective for resource-efficient sustainable development.

### Learning Outcomes

After completing the course, students are expected to be able to:

#### *Knowledge and understanding*

- 1.1 Describe the key concepts, theories, and models in service logic and the relationship between them,
- 1.2 explain how value can be created and destroyed in resource integration,
- 1.3 explain how the application of service logic in practice can contribute to sustainable development,

#### *Skills and abilities*

- 2.1 identify existing value-creating/destroying processes,
- 2.2 plan for value-creating activities based on a service ecosystem perspective,
- 2.3 identify new combinations of resources in service ecosystems that promote sustainable development,

#### *Evaluation ability and approach*

- 3.1 problematise the benefits of service logic versus product logic for individual actors and service ecosystems,
- 3.2 critically reflect on how servitisation and service innovation can contribute to sustainable development; and
- 3.3 contrast issues in the field of how conditions are created for environmental, social, and economic sustainability.

### Forms of Teaching

The teaching consists of lectures and seminars. Teaching is conducted in English.

The language of instruction is English.

### Forms of Examination

The course will be examined through the following examination elements:

*Examination: individual written examination*

Learning outcomes: 1.1, 1.2, 3.1, 3.2

Credits: 3.5

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

*Written assignment and presentation 1: written assignment in groups, presented at a seminar*

Learning outcomes: 1.1, 1.2, 2.1

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

*Presentation: group assignment presented at a seminar*

Learning outcomes: 1.2, 2.1, 2.2, 3.1

Credits: 1

Grading scale: Fail (U) or Pass (G)

*Written assignment and presentation 2: written assignment in groups, presented at a seminar*

Learning outcomes: 1.3, 2.3, 3.2, 3.3

Credits: 1.5

Grading scale: Fail (U) or Pass (G)

To receive the grade of Pass for the entire course, the grade of Pass on all written assignments and oral presentations is required as well as the grade of Pass on the examination. In addition, in order to receive the grade of Pass with distinction for the entire course, the grade of Pass with distinction is required for the examination.

If the student has a decision/recommendation regarding special pedagogical support from the University of Borås due to disability, the examiner has the right to adapt examinations. The examiner has to decide based on the syllabus's objectives whether the examinations can be adapted in accordance with the decision/recommendation.

The student's rights and obligations regarding examination are in accordance with guidelines and regulations in place at the University of Borås.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

### **Literature and Other Teaching Methods**

Edvardsson, & Tronvoll, B. (2022). *The Palgrave handbook of service management*, Springer. (selected parts)

Skålén, P. (2018). *Service logic*. Lund: Studentlitteratur

Additional literature and teaching materials are provided via the learning platform (max 500 pages).

### **Student Influence and Evaluation**

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines and will be taken into consideration in the future development of courses and education programmes.

Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

### **Miscellaneous**

The course is part of the programmes in Business Informatics, International Business and IT, Business Administration, and is also for international students as well as being a freestanding course.