



Specialisation in Service Management /SMW

Summer term 2024

In the Summer term 2024, the Chair of Marketing & Service Management is offering a course on the following topic for undergraduate students of the bachelor's degree programme:

Service Innovation

This course is offered as a taught blocked course led by Dr. Bieke Henkens (Ghent University, Belgium) and will take place on campus. Module content and information are listed below.

Course description

Services are ubiquitous in our society. A lot of people work in **public or social-profit organizations** that provide services (e.g., municipalities and health care facilities) and numerous **companies** focus on services as well, ranging from providing after-sales services with their products (e.g., car or smartphone) to exclusively providing services (e.g., phone/internet services and hotels). It is therefore no surprise that 63% of the Gross National Product (GNP) is due to services, and in Belgium this even rises to 78% of GNP. In this context, the need to implement and further innovate services is growing. This course provides insight into the different contexts in which the **innovation of services can create added value** for different actors, such as clients, employees, companies and citizens. More specifically, this course unit explains how services can be innovated from a **process and system perspective** to maximize value creation of service innovation.

Regarding the process perspective, this course will shed light upon **rational versus experiential approaches** on the innovation of services. Along this process, the system perspective will pay particular attention to **the role of customers, employees and new technologies**, such as service robots, smart services and artificial intelligence. This course prepares students to successfully implement service innovations and eventually perform management functions within innovative service context by not only providing theoretical frameworks from different scientific fields but also encouraging students to apply these frameworks to concrete cases and reflect on them.

Course learning outcomes

Students who successfully complete this course will be able to:

- Analyse how organizations, customers, employees and technologies can create added value in different contexts using concepts and theories related to service innovation.
- Apply the key principles of implementing and managing service innovation on real-life cases.
- Critically reflect on how organizations, customers, employees and technologies can create added value for themselves and others in light of service innovation.
- Report analyses and critical reflections related to service innovation as described in academic papers and (inter)national practices in a structured and scientific way.

Teaching format:

This block course is delivered on campus over 8 teaching days (see course dates below). During this time, we will run a combination of highly interactive lectures, seminars and sessions related to your graded assessments.

One week before the course starts, you will find all learning materials on e-learning with very clear guidance explaining what needs to be done each day. Make sure you familiarize yourself with the content for the first session in advance.

Course language: English

Registration for the course via cmlife:

Monday, 15 April 2024, 09:00am until **Friday, 26 April 2024**, 11:59pm.

Getting prepared:

Tuesday, 23 April 2024: The content will be accessible. Sign in and check your e-learning platform (<https://elearning.uni-bayreuth.de/course/view.php?id=41233#section-0>) for course preparation, material and readings. **Please ensure that you check available material before coming to class.**

Course dates:

- 30 April 2024: 13:30 – 15:00; 15:30 – 17:00, room 1.81 (RW II)
- 2 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 86 (BaySpo)
- 3 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 46 (RW II)
- 7 May 2024: 13:30 – 15:00; 15:30 – 17:00, S 59 (RW I)
- 8 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 59 (RW I)
- 10 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 66 (RW I)
- 16 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 86 (BaySpo)
- 17 May 2024: 9:00 – 10:30; 11:00 – 12:30, S 131 (NW III)

Assessment format:

1. Individual report (10%): Each student will summarize one academic research paper related to a variety of innovative service technologies and provide own practical applications/examples (max. one page per article).

→ DEADLINE: 5 May 2024, 11:59 am

2. Micro-teaching in group (30%): Students will work in small groups to prepare a course for their fellow students in which they build on their individual report in which they summarized an

academic paper and practical applications. Presentations will run on the **16 May 2024**. Please note that attendance on this day is **mandatory** as one part of the assessment takes place on this day.

→ Intermediate feedback on **10 May 2024** (DEADLINE sending slides: 9 May, 11:59am)

→ Final presentation on **16 May 2024** (DEADLINE sending slides: 15 May, 11:59am)

3. Individual closed-book exam (60%): Open-ended questions to evaluate students' understanding of theories and their application in practical contexts.

→ Exam date: July (exact date will be communicated)

Biography:

Bieke Henkens is a Postdoctoral Researcher at the Center of Service Intelligence at Ghent University (Belgium) and a Guest Professor at KU Leuven and Hasselt University (Belgium). Within the field of (digital) service marketing and management, her research focuses on technological innovations in service. More specifically, her research interests related to smart products and service systems, actor engagement, and well-being. She published in the *Journal of Service Research*, the *International Journal of Research in Marketing* and the *Journal of Service Management*, among others. Additionally, she presented her work at numerous international conferences including SERVSIG, Frontiers in Service, CHIMSPAS, and International Research Conference in Service Management. Bieke taught a variety of (service) marketing and management modules (e.g., Service Implementation, Digital Marketing, Management of Innovation and Transformation) at postgraduate and undergraduate levels and supervises master dissertations.

In case you have questions, please contact me via email at bieke.henkens@ugent.be.