



## Vertiefungsmodul Dienstleistungsmanagement (Master)

### Sommersemester 2026

Im Sommersemester 2026 bietet der Lehrstuhl für Marketing & Dienstleistungsmanagement für Studierende der Masterstudiengänge BWL (V 8-1a oder MuSe Ergänzungsmodulbereich), Sportökonomie (B 1-2a) und Medienkultur und Medienwirtschaft (vss. Modul D4) eine Veranstaltung zu folgendem Thema an:

### Value Creation and Customer Experience in Service Management

Nachfolgend finden Sie Informationen zur Anmeldung sowie eine Beschreibung (in englischer Sprache).

#### Course description:

Since Heskett et al.'s (1994) groundbreaking article on the Service Profit Chain (SPC), we acknowledge that happy employees lead to happy customers which leads to profit. In this course we shed light on these mechanisms of the SPC by discussing facilitators and inhibitors of value creation in service management and by critically assessing the meaning of both internal and external service quality, as well as their determinants, for the success of a company. Hereby, the course zooms in on central concepts like customer experience which usually shapes customers value judgements, but also on more recent topics such as technology infusion and well-being. Moreover, the course imparts management tools and concepts and discusses the performance and consequences of them. Finally, this course enables the transfer of this knowledge to a practice-relevant issue in a management-oriented simulation game.

#### Course learning outcomes:

Students who successfully complete this course will be able to:

- understand and critically discuss facilitators and inhibitors of value creation along the SPC
- identify and critically assess the meaning of both internal and external service quality, as well as their determinants, for the success of a company.
- apply service management tools and concepts and assess their performance and consequences
- improve their interpersonal and communication competences by presenting and discussing their strategies and organizing their teamwork

#### Course registration:

Registration is open from **Monday, 13 April 2026, 08:00 a.m.** until **Friday, 24 April 2026, 11:59 p.m.** via cmlife. Registration via cmlife for both lectures and one of the tutorial (Übung) groups is mandatory for participation. After the first assignment has been submitted (submission of strategy paper), you are not able to sign off from the course any longer. Please note that the Chair of Marketing & Service Management provides simulation game licenses to play the simulation game. For more information, please join the associated e-learning course: ["Value Creation and Customer Experience in Service Management"](#)

#### Important notes:

- This course will include double sessions per week during the first half of the semester. The kick-off session takes place on **Tuesday, 14 April 2026, at 02:15 p.m.** In this session, you will receive detailed information about the course content, the requirements for passing the course, as well as all deadlines and important dates. The second

half of the semester is dedicated to a management-oriented simulation game, which will be played in groups. Please come well prepared for each session!

- The poster presentation will take place on **Tuesday, 14 July 2026 (12:00–16:00)**. Attendance on this date is mandatory. Only enroll on the course if you are able to attend in person.
- The course language is English.

In case you have any organizational questions prior to the start of the course, please contact Mahdi Niakan, M.Sc. ([mahdi.niakan@uni-bayreuth.de](mailto:mahdi.niakan@uni-bayreuth.de)).

Bayreuth, 09.04.2026

gez. Prof. Dr. Nicola Bilstein