



Vertiefungsmodul Dienstleistungsmanagement (Master)

Sommersemester 2022

Im Sommersemester 2022 bietet der Lehrstuhl für Marketing & Dienstleistungsmanagement für Studierende der Master-Studiengänge BWL (DLM-Vertiefung), Sportökonomie (DLM-Vertiefung) 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:

This course sheds light on two central concepts of service management: value creation and customer experience (CX). Value creation builds the core of service management and thus constitutes the first important pillar of this course. Value is not only created by the firm but co-created in conjunction with its customers. Thus, a profound knowledge about value creation from a customer perspective is required to design better services and service processes. To allow a better understanding of customer value and value creation, this course introduces different concepts, theories and value outcomes. Hereby, it also joins more recent discussions on transformative value creation. Furthermore, the course underlines the meaning of factors affecting value creation. As a customer experience usually shapes customers value judgements, CX builds the second pillar of this course. In this context, this course zooms in on the management, innovation and communication of CX.

Course learning outcomes:

Students who successfully complete this course will be able to:

- understand and critically discuss facilitators and inhibitors of value creation in service
- identify and critically assess customer experience and value creation potentials along the customer journey
- identify and apply different value concepts held by customers in different service contexts
- apply service design to come up with service innovations allowing ameliorated CX
- apply strategies to better communicate the service experience

Course format:

This block course will start with a kick-off session in May. In the kick-off session, you will learn more about the content of the course as well as on the requirements to pass the course. During the kick-off session, we will also sort you into groups, assign a group task and provide reading material to you.

In June / July, the main block of the course will take place, in which we meet for lectures and interactive sessions.

It is important for this course that you come prepared to the sessions! Thus, you need to familiarize with the assigned literature after the kick-off session to be prepared for the sessions in June/July.

Course language: English

Course registration:

Monday, 25 April 2022, 08:00 am until Sunday, 08 May 2022, 23:59 pm via cmlife. Registration via cmlife is mandatory for participation. Cancellation of your registration after Sunday, 08 May 2022 is not possible. Please also join the associated e-learning for more information.

Dates:

Kick-Off (on campus)

- Friday, 6 May 2022 12h00 – 14h00

Block Course (on campus)

- Thursday, 30 June 2022 09h00 – 16h30 (including breaks)
- Friday, 1 July 2022 13h00 – 18h00 (including breaks)
- Monday, 4 July 2022 09h00 – 16h30 (including breaks)
- Tuesday, 5 July 2022 09h00 – 14h45 (including breaks)

Method of Examination:

- Group Assignment (40%): students will work in small groups on a scientific paper and prepare a 15-20 minutes video pitch (details will follow during the kick-off session). **Wednesday, 22 June 2022** - submission deadline for videos
- Individual Assignment (60%): Written Exam (during the regular exam period)

Please note that both exam performances must be passed with at least 4.0.

My Biography:

Nicola Bilstein is Junior Professor of BA, esp. Management of Smart Products at Bielefeld University. Before joining Bielefeld University, she has been principal investigator of the research project “Consequences of customer co-production in reactive and proactive service recovery” funded by the German Research Foundation (DFG) at the Catholic University of Eichstaett-Ingolstadt where she also earned her doctoral degree in Service Management before. Her research focuses on customer participation in services, complaint handling and service recovery, service innovations (esp. smart services), social media, and transformative services. She has published in the Journal of the Academy of Marketing Science, Journal of Service Management, and Journal of Service Management Research, among others. Nicola Bilstein received the ASU CSL/Liam Glynn Research Scholarship Award, and was awarded First Runner-Up in the Fisher IMS and AMA SERVSIG Dissertation Proposal Competition.

In case you have any organizational questions, please contact Franziska Kullak, M.Sc. (franziska.kullak@uni-bayreuth.de). For content-related questions, please contact J.-Prof. Dr. Nicola Bilstein (nicola.bilstein@uni-bielefeld.de).

Bayreuth, 13.04.2022

J.-Prof. Dr. Nicola Bilstein