

Module: SD1 Service Management		
Exam: SD1 Service Management	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: 3rd Semester	Module: Mandatory	Language: German
Responsible lecturer: Prof. Dr. Pirjo Susanne Schack	Cycle: Winter Term	Registration information:
Lecturer in charge: Prof. Dr. Pirjo Susanne Schack, Prof. Dr. Frank Ramsauer		
Learning outcomes	Students are able <ul style="list-style-type: none"> • to analyse, create and evaluate ecotrophological services • to assess and develop ecotrophological service from the perspective of companies, employees, customers and the society, incorporating economic, social, environmental and health-related criteria • to apply technical terms and methods of service theory, such as process orientation, service management, quality assurance methods and methods for creating new services. 	
Form of exam	Module exam: seminar paper, presentation	
Form of teaching	<ul style="list-style-type: none"> • Seminaric lecture • Practical Training 	
Course contents	<ul style="list-style-type: none"> • Characteristics and challenges of a service society • Concepts and instruments of service management using the example of ecotrophological services: <ul style="list-style-type: none"> ○ characteristics of services ○ interactive work and the working customer ○ customer and employee orientation ○ service engineering and service design, ○ production of services and process models of service provision ○ quality of services • Professionalization of service occupations • Household and care services by international comparison • Sustainability in the service sector 	
Workload	Presence (2 SWS): Preparation and Follow-up: Sum:	60 h 90 h 150 h
Requirements	None	
Literature	Haller, S., (2015), Dienstleistungsmanagement. Grundlagen - Konzepte - Instrumente, Springer Gabler, Wiesbaden (aktuellste Auflage)	