

Managing Service Organisations (F000700)

Course size *(nominal values; actual values may depend on programme)*

Credits 4.0

Study time 120 h

Course offerings and teaching methods in academic year 2026-2027

B (semester 2)

English

Gent

group work

seminar

lecture

Lecturers in academic year 2026-2027

De Pourcq, Kaat

EB23

lecturer-in-charge

Stremersch, Stefan

EB23

co-lecturer

Offered in the following programmes in 2026-2027

Master of Science in Business Engineering(main subject Data Analytics)

4

B

Master of Science in Business Engineering (Double Degree)(main subject Data Analytics)

4

B

Master of Science in Business Engineering (Double Degree)(main subject Finance)

4

B

Master of Science in Business Engineering(main subject Finance)

4

B

Master of Science in Business Engineering (Double Degree)(main subject Operations Management)

4

B

Master of Science in Business Engineering(main subject Operations Management)

4

B

Exchange programme in Economics and Business Administration

4

B

Teaching languages

English

Keywords

Management of Service Organisations, Service Management

Position of the course

With this course we want to prepare students to manage contemporary challenges in the business world where service management plays a central role. We want to teach students skills that can help them deal with various challenges related to service management within companies.

During company visits, students will have the opportunity to observe contemporary challenges and work in a solution-oriented way. More specifically, we teach them competencies in collecting rich data to analyze business cases, selecting related business cases and communicating the results of their business case analyses.

Contents

This course focuses on:

- **situating and defining contemporary service management challenges:** the course offers different theoretical frameworks that enable students to reflect upon complex challenges in the business world such as servitization, digitalization, ESG reporting, etc.
- **selecting and analyzing related business cases:** the course provides an overview of different ways to select related business cases and teaches

methodologies to analyze these cases in-depth while adhering to ethical guidelines and privacy.

- **communicating the results of business case analyses:** the course offers guidance on how students can effectively communicate their findings to the organization, while also emphasizing the importance of follow-up steps that can be linked to their analyses.
- **reflecting upon the own role in a team:** the course encourages students to reflect upon their own role in teams.

Initial competences

No prior knowledge required.

Final competences

- 1 To **identify contemporary service management challenges** within companies and **develop a plan** to systematically map them.
- 2 To **collect and analyze various types of data** in an ethical way to identify contemporary service management challenges.
- 3 To **validate the results** by presenting them to the companies in a scientifically correct and nuanced manner.
- 4 To **propose and evaluate solutions** to contemporary service management challenges on a project basis as a team.
- 5 To **reflect** upon the individual role as a team member in a project team.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Lecture

Extra information on the teaching methods

During this course unit, different didactic working methods are combined to enable students to achieve the final competencies.

The course consists of online or in-person **lectures**, which will provide students with an understanding of different theoretical frameworks and practical tools that can be used to identify contemporary service management challenges and prepare a research plan. Additionally, students will learn how to select, analyze, and communicate business cases in a targeted manner.

Through **company visits**, students gain insight into contemporary service management challenges.

Through **seminars**, students will be able to apply what they have learned to identify service management challenges, develop a plan of action, and collect, analyze, and validate various types of data. There is also focused on how to professionally communicate the results in both written and oral formats and how to function effectively within a team context.

Study material

Type: Slides

Name: Online presentations lectures and seminars

Indicative price: Free or paid by faculty

Optional: no

Language : English

Number of Slides : 300

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Available through Student Association : No

Additional information: Students can choose to print out the slides (not necessary), which involves an additional cost.

Type: Reader

Name: Online articles from scientific journals

Indicative price: Free or paid by faculty

Optional: no

Language : English
Number of Pages : 200
Available on Ufora : Yes
Online Available : Yes
Available in the Library : Yes
Available through Student Association : No
Additional information: Students can choose to print out the online articles from scientific journals (not necessary), which involves an additional cost.

Type: Reader

Name: Cases - obligated to purchase
Indicative price: € 10
Optional: no
Language : English
Number of Pages : 40
Available on Ufora : No
Available in the Library : No
Additional information: Students are required to purchase the cases individually. Each student must make their own purchase; copying or sharing cases is not permitted.

References

Course content-related study coaching

The instructor is available to answer questions before, during, and after each class. Additionally, students get feedback from both their peers and the instructor during seminars. The instructor also provides feedback on the group assignment, which gives students a clear understanding of how well they have achieved the learning objectives.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with multiple-choice questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with multiple-choice questions

Examination methods in case of permanent assessment

Participation, Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

The non-periodical evaluation consists of the evaluation of the group assignment, including peer evaluation. Participation during the lessons is also taken into account.

The end-of-term evaluation consists of a multiple choice examination.

Calculation of the examination mark

Non-periodical (60%) and end-of-term evaluation (40%). To pass, a student should pass both the end-of-term and the non-periodical part of the evaluation.

If you have less than 10/20 for one of the two evaluation forms (i.e., end-of-term evaluation and non-periodical evaluation), you can no longer pass the course as a whole. If the final score is a grade of ten or more out of twenty, this will be reduced to the highest unpassed grade (i.e. 9/20).

Second-chance exam period: depending on the deficit, a written exam (for the end-of-term evaluation) and/or (individual) assignment (for the non-periodical evaluation) will be given. The grades of the evaluation form for which the student has passed, will be carried forward to the second-chance exam period.

Facilities for Working Students

The working students can participate in the group assignment.

