



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Service Business	

Academic staff	Core academic unit(s)
Coordinating: Lekt. Ingrida Gelminauskienė	
Other:	

Study cycle	Type of the course unit
First	Optional

Mode of delivery	Execution period	Implementation language(s)
Blended	Autumn semester (2, 4 semester)	English

Requisites	
Prerequisites: Business Fundamentals Microeconomics Macroeconomics	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	50	80

Purpose of the course unit		
<p>The aim of the subject is not only to introduce the basic principles of service business and understand the nature of service business, but also to improve cutting-edge academic and research skills in order to contribute to the set of service knowledge by applying best practices in service delivery and management, and improving the ability to assess service business management processes in a dynamic business environment and the problems faced by service business enterprises.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will know and understand the concept and basic principles of service business and management.	Engaging lecture; individual and group work; problematic training; analysis of practical situations; case studies using the discussion method.	Exam, practical tasks
Will know and understand how to design, develop and implement the service management process in the company.	Engaging lecture; individual and group work; problematic training; analysis of practical situations; case studies using the discussion method.	Interim projects Presentations Practical tasks Examination
Will be able to identify problems in the business management of the organization's services and provide ways and methods of solving problems and methods for service business processes in the company.	Engaging lecture; individual and group work; problematic training; analysis of practical situations; case studies using approach to discussion.	Interim projects; Presentations; Practical tasks; Examination.

Will be able to create and evaluate service business opportunities and apply marketing and communication activities in the best way.	Engaging lecture; individual and group work;	Interim projects; Presentations Practical tasks.
Will know how to choose and apply the most commonly used service quality measures and methods.	Engaging lecture; individual and group work; problematic training; analysis of practical situations; case studies using the discussion method.	Interim projects; Presentations; Practical tasks; Examination.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Service business concept. Types of services (B2B, B2S, digital, etc.). Uniques Features of Services.	2						2	4	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.
2. Understanding Customers: Satisfaction & Loyalty; Customer decision making; Customer Journey Mapping.	6		6				8	20	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.
3. Service Marketing. The 7Ps. Branding & Positioning. Promotion strategies.	8		4				12	30	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects - interim evaluations.
4. Designing and delivering services.	2		2				4	4	Lecture materials studies, compulsory and
5. Service operations basics. Digital transformation in service business. Finance and services.	4		2				8	10	Additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.

6. Leadership in service organisation. Employee role in service delivery.	4		2					6	6	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.
7. Service business models, franchising. Globalization of Service businesses.	4							6	6	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies analysis. Projects - interim evaluations.
8. Future trends in the Service business.	2							4		Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects - interim evaluations.
Preparing Intermediate and final settlements (exam)		2								
Total	32	2	16					50	80	

Assessment strategy	Weight %	Deadline	Assessment criteria
Group project	50%	During the semester	<p>Students work in teams to complete an essay, case analysis, or service concept evaluation.</p> <p>The assignment may include:</p> <ul style="list-style-type: none"> • analysis of a service business or brand • evaluation of a service idea or improvement solution • analysis of factors determining service success or failure <p>Assessment criteria: depth of analysis, feasibility and practicality of ideas, ability to apply theoretical knowledge, clarity of argumentation, and overall quality of the work.</p>
Group project	50%	End of the semester	<p>Students work in teams to analyze an existing service business or develop a new service concept.</p> <p>The project includes:</p> <ul style="list-style-type: none"> • identification of a service business problem or opportunity • analysis of customer needs and experience (e.g., customer journey) • development or improvement of the service concept and/or process • evaluation of marketing and key financial aspects <p>Assessment criteria: clarity and justification of problem identification, creativity and feasibility of proposed solutions, ability to apply service management concepts, quality of work, and presentation skills.</p>

Author(s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Joe Wheeler	2023	The Digital-First Customer Experience: Seven Design Strategies from the World's Leading Brands	-	Kogan Page Publishers
Natalie L. Petouhoff and Tony Bates	2021	Empathy In Action: How to Deliver Great Customer Experience at Scale	-	Simon and Schuster
Marcus Prof. Dr. Schogel and Dennis Prof. Dr. Herhausen		The Customer Experience Navigator	-	THEXIS

Recommended reading				
Ginkevičė G.	2021	Business Wings: How to Start and Grow a Business Online	-	Project Group
Jonikas, D.	2019	The evolution of a startup: from an idea to a profitable and fast-growing business	-	Apple
Skačkauskienė I., Vilkaitė-Vaitonė N.	2017	Loyalty of service users.	-	VG TU Publishing House Technika