



## 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	English

Requisites	
<b>Prerequisites:</b> Business Fundamentals Microeconomics Macroeconomics	<b>Co-requisites (if relevant):</b>

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

Purpose of the course unit		
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.		
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. Current affairs of the service business market, specifics of the service product.	2						2	4	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.
2. Identification of the problems of the service product, formation of the idea of the service product.	2		2				4	8	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.
3. Target group of the service product, value formation, service product as MVP (minimum performance product)	4						4	10	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects - interim evaluations.
4. Financing structure and sources of funding for the service product	6		2				8	14	Lecture materials studies, compulsory and
5. Service product process: the concept of the service product "design doing", the customer experience map, the customer emotion map, the structure of the service process. blueprint), service execution techniques	8		4				12	10	Additional Literature studies. Practical tasks and discussions, case studies. Projects- interim evaluations.

6. E-services: start-ups, principles of implementation of e-services. Opportunities and limits of startup monetization	4		2				6	8	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies. Projects-interim evaluations.
7. Pricing of the service product. Guidelines for service improvement. Financial viability and financial management of the service product, yield calculation, cost structure.	4		4				8	12	Study of lecture materials, compulsory and additional Literature studies. Practical tasks and discussions, case studies analysis. Projects - interim evaluations.
8. Service Product Communication	2		2				4	6	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					2	8	
<b>Total</b>	<b>32</b>	<b>2</b>	<b>16</b>				<b>50</b>	<b>80</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
1st interim project	30%	During the semester	Purposeful identification of organization/department's service management problems, creative improvement of the service management process. Task quality and delivery skills.
2nd interim project	40%	During the semester	Reality and feasibility of a service business idea. Presentation of the service business idea and compliance with the criteria. Task quality and delivery skills.
Examination	30%	January.	Appropriate and correct use of concepts, reasonable assessment of the presented situation, creative decision-making in the performance of tasks, applying theoretical knowledge and practical aspects of the service business; Consistency.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Crutcher C.W.	2017	Managing service excellence. The ultimate guide to building and maintaining a customercentric organization	-	Diamin publishing
McManus, J., and others	2019	Service operations management. A	-	Red Globe Press

		strategic perspective.		
Embroidery M., Hormess M. and others.	2018	This is service design doing.	-	O'Reilly Media.
Wirtz J., Lovelock Ch.	2018	Services marketing.	-	Pearson

<b>Recommended reading</b>				
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