

*The latest findings from university research
now also for non-students and without long-term commitment!*

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

If you want to offer high-quality products and services, you need high service quality and satisfied customers. Learn from experienced professors at the university level in our continuing education course

Service Management

Ideal for:

- Practitioners who want to stand out from competitors
- Companies that want to build customer loyalty and maintain long-term customer relationships
- All those who want to develop professionally in the field of service management

Benefit from the latest insights from science and practice taught by lecturers who are leading the way:



**Prof. Dr.
Herbert Woratschek**
Chair in Marketing & Service Management University
of Bayreuth

Contact us by phone on 0681 302-2553 or register directly at <https://www.eiabm.de/en/certificates/> for our course "Service Management" on 13-14 December 2023 and 13-14 March 2024 (9.00am-6.00pm each day) at the European Institute for Advanced Behavioural Management (EIABM) at Saarland University.

Please find more information on the course and lecturers on the following pages.

„Service Management“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

When?

The workshop in English will take place from **13-14 December 2023 and 13-14 March 2024** daily from 9.00am-6.00pm on the Saarbrücken campus.

How and Where?

You can register directly with us until 8.12.2023, we are happy to answer your calls by phone, virtually or in presence on campus, the course will also take place on the premises of the EIABM on the Saarbrücken campus:

Your Contact Person:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: info@mba-europe.de

Saarland University

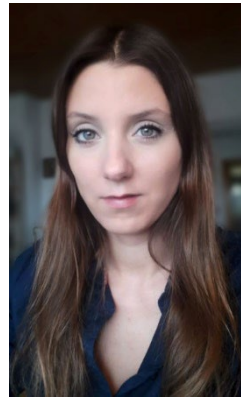
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/en/certificates/>



Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€.

The course meets the requirements for claiming educational leave !

„Service Management“

at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

Qualification Objectives: Key objectives of the course Service Management include conveying an understanding of services and service, as well as teaching the ability to apply key concepts and tools in service management:

- Explain what services are, describe the central role of services in an economy and critically discuss the perspectives of the service logic and the servicedominant logic
- Evaluate and apply service models on service business problems
- Critically discuss the competitive environment of services, formulate a strategic service vision, apply strategic service analyses and understand the strategic dimension of customer relationships in service management
- Identify core concepts of consumer behaviour and related service models that are essential to understand how services are evaluated
- Conceptualize and measure service quality
- Understand the contribution of different actors and manage people
- Relate service management activities to the concept of service profitability
- Become a more perceptive and effective manager (and consumer) through understanding the complexities of service design, delivery, and communication
- Develop further communication skills and critical thinking about services through learning activities, teamwork, inclass discussions, presentations and other assignments

Content: This course focuses on the challenges of managing services and delivering quality service to customers. It introduces key concepts and tools of service management. Moreover, the course will challenge participants to rethink how companies should manage their services in building their competitive strength and profitability. The course is equally applicable to traditional service companies, i.e. for-profit organizations (e.g.: banks, transportation companies, hotels, educational institutions, professional services, telecommunication, tourism etc.) as well as public/non-profit organizations (e.g.: hospitals, NGOs, schools, public agencies, theatres, museums, etc.). Moreover, the ideas presented in the course are valuable for any kind of organization that is open to take on a service perspective on their business and core competences.

Lecturer:

Prof. Dr. Herbert Woratschek was Director of the Chair of Marketing and Service Management at the Faculty of Law and Economics and Head of the MBA Sport Management programme in Bayreuth. In addition to teaching at the University of Bayreuth, he is active internationally as a visiting professor in New Zealand, Australia and Norway. His research focuses include quality management, value co-creation and price management.

Prof. Dr. Guido Schafmeister Is a lecturer in media management, sports and event management and managing director of the Arbeitskreis Sportökonomie. His focus is on concrete value creation, tangible business models, business fundamentals and management. Together with Prof. Woratschek, he is one of the founders of the Sales Management Academy Bayreuth GmbH & Co KG.



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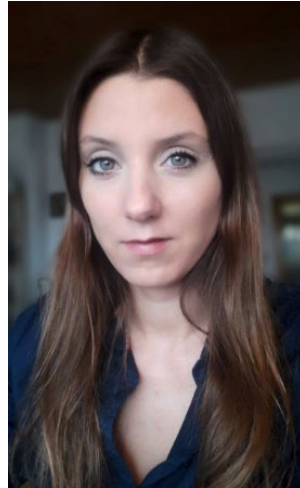
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