


Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from
university research
without a degree
and **without** long-term
commitment!



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

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.



**Univ.-Prof. Dr.
Herbert Woratschek**

„Service Management“ at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place annually in the winter semester (expected in December) as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

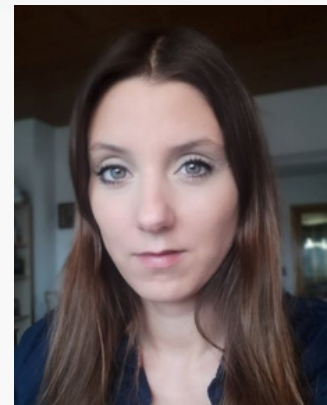
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

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!



Your contact person:

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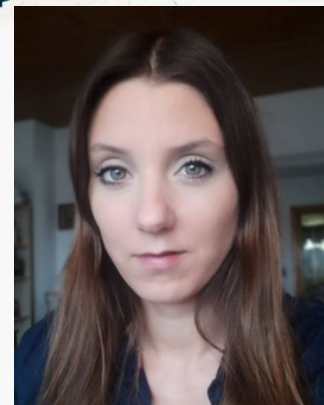
<https://www.eiabm.en/certificates/>

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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 service1dominant 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, in1class 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.).



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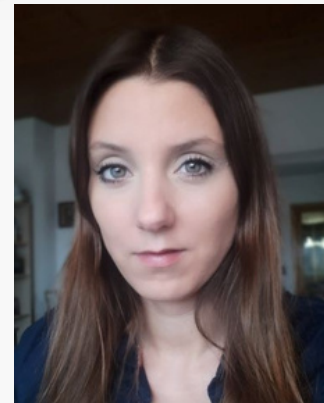
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Moreover, the ideas presented in the course are valuable for any kind of organization that is open to take on a service perspective on their business and core competences.

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 cocreation and price management.



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