

COURSE DETAIL

SERVICE MANAGEMENT IN AN INTERNATIONAL CONTEXT

Country

United Kingdom - Scotland

Host Institution

University of Edinburgh

Program(s)

University of Edinburgh

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

138

UCEAP Course Suffix**UCEAP Official Title**

SERVICE MANAGEMENT IN AN INTERNATIONAL CONTEXT

UCEAP Transcript Title

SERVICE MGMT/INTL

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course introduces key concepts of the service-dominant logic of business on an international scale. Focusing on themes such as co-production, service leadership, and service competition, the course familiarize students with current academic theories, while frequent guest speakers emphasize how these are applied in practice across the private, public, and Third sector, and across developed and emerging countries. The course is an essential asset for anyone planning a career in service industries, with relevance for consulting, retail, healthcare, hospitality, the arts, or financial services. The course also introduces the role of services in development, drawing from global case studies.

Language(s) of Instruction

English

Host Institution Course Number

BUST10142

Host Institution Course Title

SERVICE MANAGEMENT IN AN INTERNATIONAL CONTEXT

Host Institution Campus

Edinburgh

Host Institution Faculty

Business School

Host Institution Degree

Host Institution Department

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