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 Course Details
http://www.drps.ed.ac.uk/24-25/dpt/cxbust10142.htm?code=BUST10142

Host Institution Campus
Edinburgh

Host Institution Faculty
Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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