

<b>Specialisation Module: Service Management</b>					
<b>Module code</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Module Language</b>	<b>Module availability</b>	<b>Duration</b>
1286SMMe00	360h	12	German	Every second semester – winter term	2 Terms
<b>1</b>	<b>Courses</b> a) Service Management in the Trade Fair Sector (in Cooperation with Koelnmesse GmbH) b) Theoretical Foundations of Service Management		<b>Contact hours</b> a) 60h b) 60h	<b>Self-Studies</b> a) 120h b) 120h	<b>Course Language</b> a) German b) German
<b>2</b>	<p><b>Content</b> The specialization module Service Management bridges theory and practice.</p> <p>The module starts with the practice-oriented course „Service Management in the Trade Fair Sector (in Cooperation with Koelnmesse GmbH)“. This course provides students with an understanding of the practice of service management using the example of the trade fair industry. The cooperation with Koelnmesse GmbH, a major German trade fair company, highlights the practical relevance of this course. Guest lectures by speakers from the trade fair industry, excursions, and case studies complement the insights into practice.</p> <p>Among others, the course covers the following topics:</p> <ul style="list-style-type: none"> <li>- Classification of the exhibition industry within the overall economic context</li> <li>- Specific characteristics of two-sided markets</li> <li>- Objectives and principles of trade fair companies</li> <li>- Marketing strategies in the trade fair industry</li> <li>- Instruments of operational and strategic trade fair management</li> </ul> <p>In the next term, the module continues with the course „Theoretical Foundations of Service Management “. Here, the focus is on theories and methods from current service research, which are also critically discussed in relation to the practical contents of the module. Students gain in-depth knowledge of the theoretical foundations of management and consumer behavior in services.</p> <p>Among others, the course covers the following topics:</p> <ul style="list-style-type: none"> <li>- Service brands</li> <li>- Service processes</li> <li>- Service recovery</li> <li>- Service networks</li> <li>- International marketing in service industries</li> </ul>				
<b>3</b>	<p><b>Learning objectives</b> Students of the module...</p> <p>... acquire essential skills in the field of operational and strategic service management from a theoretical and practical perspective.</p> <p>...get to know the trade fair industry.</p> <p>... strengthen their social skills (team and leadership skills, communication and cooperation) by group work and presentations.</p>				

	...qualify for management responsibilities in service industries in general, and in particular for trade fair companies and other companies in the trade fair industry, e.g., exhibitors and service providers.
<b>4</b>	<b>Teaching and learning methods</b> Lecture
<b>5</b>	<b>Module entry requirements</b> None
<b>6</b>	<b>Mode of end-of-module examination</b> Written exam: WT (120)
<b>7</b>	<b>Prerequisites for awarding of credit points</b> Both courses must be taken in two consecutive semesters.
<b>8</b>	<b>Other programmes that use the module</b> Bachelor of Science in Business Administration: Specialisation section
<b>9</b>	<b>Module manager</b> Institute of Trade Fair Management <ul style="list-style-type: none"> <li>• Jun.-Prof. Dr. Martin P. Fritze</li> </ul>
<b>10</b>	<b>Additional information</b> The course “Service Management in the Trade Fair Sector (in Cooperation with Koelnmesse GmbH)” takes place each winter term. The course “Theoretical Foundations of Service Management” takes place each summer term. The written test (120 min.) only takes place in the summer term. With prior notice, this module offers the possibility of acquiring bonus points via group presentations. The awarding of bonus points follows the guidelines of the “Gemeinsamer Prüfungsausschuss”.