

**Advanced Courses Leisure and Tourism Management (adapted to Strategic Service Management) according to § 8 Abs 3 (40 ECTS-AP, 16 SSt) and § 8 Abs 6 (10 ECTS-AP, 4 SSt)**

Elective Modules according to § 8 Abs 3 (40 ECTS-AP, 16 SSt)

**SS 13**

***Consumer Behavior in Leisure and Tourism (10 ECTS-AP, 4 SSt)***

***New course title: Consumer Behavior in Services***

**VU 2 Freizeitverhalten und Tourismus = Consumer Behavior in Services (Block)**

**SE 2 KonsumentInnenverhalten im Tourismus = Consumer Behavior in Services (Block)**

Course:	<b>Consumer Behavior in Services (VU+SE)</b>
Learning objectives:	This course introduces master students to consumer behavior issues. By attending this course students will know how to apply a number of relevant consumer behavior theories and models to various service contexts. Students will be able to use this knowledge to analyze, synthesize, and evaluate consumers' and managers' behavior in practice.
Course contents:	<p>This course focuses on the concepts and measurement of consumers' response behavior (e.g., emotions, attitudes, satisfaction, and loyalty) using consumer behavior theories and models. A special emphasis is put on personal traits, for instance, personality, involvement, innovativeness, and how they affect marketing decisions. In the seminar, concepts and theories of the lecture are applied using real-world examples. The service purchase decision process is investigated including the pre-purchase, service encounter and post-encounter stage. A focus is placed on the following issues:</p> <ul style="list-style-type: none"> <li>- How do customers think, feel, reason and select between different purchase alternatives?</li> <li>- Does the service environment influence response behavior?</li> <li>- How can managers deal with customer perceptions and expectations to create service quality and customer satisfaction?</li> </ul> <p>The focus of this class is on face-to face service contexts.</p>
Didactics:	Case studies and mini projects, which are prepared individually or in groups not only demand the students' ability to integrate acquired knowledge and handle complexity. Students also need to search for

	additional information and to formulate judgments with incomplete or limited information. Problem detection and formulation, the selection of relevant data sources as well as innovative reasoning in the search for problem solutions are trained. Oral student presentations and the receipt of constructive feedback by lecturers and peers enhance the students' communications skills.
Teaching methods:	Excursions, executive lectures, group project, individual paper presentation, class participation, exam.
Further information:	Will be provided on OLAT

**Tourism and Leisure Industry *New course title: Services Industry***  
**(10 ECTS-AP, 4 SSt)**

**VU 2 Tourismuswirtschaft = Services Industry**

**SE 2 Tourismus und Freizeitindustrie = Service Industry**

Course:	<b>Services Industry (VU+SE)</b>
Learning objectives:	This course introduces master students to the peculiarities of the service industry and shows the essential drivers of competition in different service sectors on the basis of national and European developments. The course addresses the unique needs and challenges in this ever-changing aspect of marketing, including the dynamic and rapidly developing area of electronic and mobile services. Students learn how to design and implement service processes by involving customers in the early stages of the service delivery process to co-create new, innovative services or to improve existing services.
Course contents:	<p>This course explores methods and ideas in which companies can use service as a unique selling proposition. The focus is put on the international marketplace from a European perspective. Throughout the course emphasis will be placed more specifically on issues related to marketing management and customer expectations and perceptions. As service organizations require a distinctive approach to marketing strategy the lecture builds on the principles of marketing and expands into very specific themes covering the entire spectrum of both online and offline services, illustrated by relevant case studies.</p> <p>In the seminar, the theoretical knowledge of the lecture is transferred into practice. Here, the focus lays on service design thinking, whereby services design is viewed from a comprehensive, interdisciplinary customer perspective.</p> <p>The following issues are treated in the seminar:</p> <ul style="list-style-type: none"> <li>- How to implement a holistic (emotional and cognitive charged)</li> </ul>

	<p>service process design?</p> <ul style="list-style-type: none"> <li>- How to involve customers in service co-design processes?</li> <li>- How to jointly create value for both customers and companies through customer co-creation.</li> <li>- How to improve existing and discover new services opportunities?</li> </ul> <p>The focus of this class is on co-creation and online marketing issues.</p>
Didactics:	<p>Student learning is facilitated by a series of short lectures during contact hours and complemented by students' independent studying of the assigned literature in preparation for the classes. The lecture content is illustrated and intensively discussed with examples and cases in the plenary sessions. Guest lectures by experienced non-academics as well as excursions provide room for reflections, additional perspectives, and in-depth application-oriented discussions. Case studies and mini projects, which are prepared individually or in groups not only demand the students' ability to integrate acquired knowledge and handle complexity</p>
Teaching methods:	<p>Excursions, executive lectures, group project, individual paper presentation, class participation, exam.</p>
Further information:	<p>Will be provided on OLAT</p>

## WS 13/14

Course:	<b>Research in Service Industries (VU+SE)</b>
Learning objectives:	<p>This course provides an introduction to research and analytical methods for service research. It is designed to give students a solid foundation for doing their own master thesis research. The course assists students in developing their research question and the research design for their master thesis.</p>
Course contents:	<p>Students learn how to develop a research concept, which includes theory discussion, formulation of a research problem/question and the choice of an appropriate research method. The aim of the course is to support master students to prepare the master thesis' concept and to provide a training on managing a research project by conducting a small (i.e., during the semester) research project. By the end of the course students will be able to (1) identify the goals, methods, tools and outcomes of a research project, (2) express in writing the motivation of a research project, including an overview of relevant literature and the conceptual foundation of the research, (3)</p>

	develop a reasonable research design based on a thorough literature review, and (4) define their master thesis design which will be critically discussed in class.
Didactics:	Students will undergo a group research project in order to learn how to develop a research question and corresponding research design. The theoretical part of the course includes several research papers, which students are requested to prepare. Students will create their first draft of their master thesis concepts, which will be presented and critically discussed in class.
Further information:	Will be provided on OLAT

Course:	<b>Service Planning and Development (VU+SE)</b>
Learning objectives:	This course introduces students to a comprehensive and practically relevant guide to service planning and innovation management. Students learn how to initiate a planning process involving multiple stakeholders with diverse interests.
Course contents:	In this predominantly management-oriented course, case studies and practical issues help students to understand how to strategically and sustainably manage service processes by taking a comprehensive view. Thus, it concentrates on essential instruments in the field of planning for marketing managers, provides steps in developing strategic service plans and finally offers procedures to implement these plans
Didactics:	Case studies and mini projects, which are prepared individually or in groups not only demand the students' ability to integrate acquired knowledge and handle complexity. Students also need to search for additional information and to formulate judgments with incomplete or limited information. Problem detection and formulation, the selection of relevant data sources as well as innovative reasoning in the search for problem solutions are trained. Oral student presentations and the receipt of constructive feedback by lecturers and peers enhance the students' communications skills..
Teaching methods:	Excursions, executive lectures, group project, individual paper presentation, class participation, exam.
Further information:	Will be provided on OLAT