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Faculty of Economics and Business Administration

Teaching Services Science at Universities

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Content of the typical program: boring?

1. Service marketing
2. Service operations management
3. Service human resources management
4. Service information technology
5. E-service
6. Customer relationship management
7. New service concepts/development




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The Velcro organisation (Bower)

- Organisational design: functional excellence versus customer orientation
- Managers in matrix organisations: decision making is slow and bureaucracy is burdensome
- Shift roles depending on tasks
- Relationships need to be rearranged quickly, easily and effectively
- Power is in the role, not the individual
- Challenges: knowledge transfer and accountability




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Toward a new science of services (Chesbrough)

- From products to services
- No progress across disciplinary boundaries
- Little cumulative advance in learning
- Scale: value added to customers
- Tools: business processes
- Challenges: intangibility, innovativeness, productivity, knowledge transfer



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So, what topics are we missing?

1. Flexibility in organisations
2. Tacit knowledge transfer
3. Innovation in services
4. Productivity improvement
5. Multidisciplinary research
6. Knowledge transfer within and between organisations



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Anything else? Are universities arrogant or what?

1. Communication skills
2. Leadership skills
3. Analytical skills
4. Creativity
5. Cultural diversity skills


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6. Cultural diversity

“Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster.”

Geert Hofstede
Emeritus Professor
Maastricht University

A close-up portrait of Geert Hofstede, an elderly man with glasses, resting his hand on his forehead in a thoughtful or slightly distressed expression. He is wearing a blue collared shirt under a dark jacket.

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7. Learning to learn

- Learning to learn
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Faculty of Economics and Business Administration

- ▣ Established 21 years ago, situated in the oldest city of the Netherlands: Maastricht (25 km from Aachen)
- ▣ Registered 2005/2006: 3500 students
 - ▣ German students: 1500
 - ▣ Worldwide exchange program with 138 universities in 38 countries
 - ▣ PhD students: 80
- ▣ International (all programs in English)
- ▣ Problem based learning
- ▣ Teaching in small groups (max 14)

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(Service) Quality

- nr 1 in Netherlands (Elsevier)
- nr 8 in Germany (Wirtschaftswoche)
- AACSB and EQUIS accredited

Only 2 Dutch, 1 German, and in total 38 universities worldwide have this double accreditation




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Problem Based Learning

Characteristics



- Practically oriented (business)
- Bringing forward of own ideas & experience
- Social network
- Way to resolve problem is more important than the answer to the problem itself
- Active approach to the required literature

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Top services education = international cooperation




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(Executive) Master (Msc, MBA) level joint degree programs or cooperation

The added value of joint degree programs for the *students*

- “Best of both or more worlds” synergy. Students experience a different culture, business environment and teaching style
- Develop business-level fluency in two languages
- Greater perspective in addressing international issues
- Students will receive top education in different areas from top specialists
- Active role of business world incorporated in program
- Management skills



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Continuous learning Service Management Campus

Contributions from different universities and small groups

The added value of 3-4 day programs for the *students*

- Dissemination state-of-the-art knowledge
- Enhance personal skills, competencies
- Enhance leadership
- Challenging exchange of ideas
- Network of professionals



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The Velcro organisation is applicable to service organisations as well as universities

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