

Modul Cover Sheet


Study Programme	MSc in Facility Management		
Study Year	2018_19		
Module	Service Strategy and Innovation		
Code	n.MA.FM.SSI.15HS		
Course / Weighting	Code	Name of Course	Weighting
	n.MA.FM.ReMa.15HS.V	Relationship Management	50%
	n.MA.FM.MaMa.15HS.V	Marketing Management	50%
Status	Compulsory Module		
*Type	C X	R	M
ECTS-Credits	4		
Workload	120		
Regulations applications	<p>RPO vom 29. Januar 2008, Studienordnung für den Masterstudiengang MSc in Facility Management vom 24. März 2011, Anhang für den Masterstudiengang MSc in Facility Management vom 30. August 2011, angepasst am 14.4.2015 <i>(Non-binding translation: General Academic Regulations for Bachelor's and Master's degree programmes at the Zurich University of Applied Sciences on 29 January 2008, Academic Regulations for the Master's programme in Facility Management at the Zurich University of Applied Sciences on 24 March 2011, Annexe to the Academic Regulations Master of Science in Facility Management on 30 August 2011, amended on 14 April 2015)</i></p>		
Module Coordinator	Prof. Dr. Christian Coenen		
Telephone / Email	+41 58 934 56 30	christian.coenen@zhaw.ch	

*Typus (Type)

C Core Course/Module (Kerngebiet eines Studienprogramms)


R Related Course/Module (Unterstützung des Kerngebiets mit Vermittlung von Vor- oder Zusatzkenntnissen)

M Minor Course/Module (Wahl- oder Ergänzungskurs/-modul)


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Consecutive Sheet


Study Programme	MSc in Facility Management				
Study Year	2018_19				
Course	Marketing Management				
Code	n.MA.FM.MaMa.16HS.V				
Module	Service Strategy and Innovation				
Status	Compulsory course				
*Type	C X	R		M	
Regulations applicable	RPO vom 29. Januar 2008, Studienordnung für den Masterstudiengang MSc in Facility Management vom 24. März 2011, Anhang für den Masterstudiengang MSc in Facility Management vom 30. August 2011, angepasst am 14.4.2015 <i>(Non-binding translation: General Academic Regulations for Bachelor's and Master's degree programmes at the Zurich University of Applied Sciences on 29 January 2008, Academic Regulations for the Master's programme in Facility Management at the Zurich University of Applied Sciences on 24 March 2011, Annexe to the Academic Regulations Master of Science in Facility Management on 30 August 2011, amended on 14 April 2015)</i>				
Total workload in lessons					
	1. Sem.	2. Sem.	3. Sem.	4. Sem.	5. Sem.
<i>Lectures</i>	20				
<i>Coached Self-study</i>	20				
<i>Autonomous Self-study</i>	20				
<i>Total Workload</i>	60				
Course coordinator	Prof. Dr. Christian Coenen				
Telephone / Email	+41 58 934 56 30	christian.coenen@zhaw.ch			
Lecturer(s)	Dr. Herman Kok				
Speaker(s)					
Associate(s)					

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Learning outcomes and competencies	<p>Upon completion of this module students will have critical knowledge and understanding as follows:</p> <p>(A) Knowledge and Understanding</p> <ol style="list-style-type: none"> 1. Identification and critical evaluation of relevant concepts, models and principles of marketing that illuminate the area of FM 2. Successful management of marketing instruments that can be applied within the FM context 3. Demonstration of a critical understanding of what marketing might mean for FM theory and across a range of applied FM contexts for management practice <p>(B) Intellectual and Transferable Skills</p> <ol style="list-style-type: none"> 1. Communication skills: Verbal, non-verbal, listening skills 2. Presentation skills: presentations about up-to-date FM topics 3. Team working skills: Working with peers on case studies/group projects <p>(C) Practical Skills</p> <ol style="list-style-type: none"> 1. Students should apply critical thinking and problem solving skills to a variety of different situations related to marketing in FM. 2. Students are expected to develop techniques relevant to managing their own learning efforts, presenting contents and results of primary/secondary research. 3. Students should reflect on and learn from their own experience of working and studying in teams by applying the content taught in this module. <p>Students are expected to make competent use of information technology (word-processing packages, bibliographic searches, collection of primary data etc.).</p>
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Course Content	<p>The goal of this course is to give students a solid understanding of strategic marketing management activities within FM services markets.</p> <ul style="list-style-type: none"> • FM marketing practice <ul style="list-style-type: none"> • The marketing concept • Marketing environment • Service environment-user relationships • Facility management alignment <ul style="list-style-type: none"> • Facility design interventions • Co-creating experiences • Creating a fit • Consequences of different perceptions • Facility management innovation <ul style="list-style-type: none"> • What's innovation? • Why innovation matters • The innovation process • Some methods: big data, living lab, gamification
Language of instruction	English
Expected Attendance	Attendance is expected and strongly recommended. Mandatory attendance on selected dates – the exact dates will be provided at the beginning of the course.
Assessment	60% report in powerpoint format in the exam period. 40% presentation in the exam period.
Course Materials / References	Reading material will be provided on Moodle at the beginning of the course.
Entrance requirements	
Follow-up courses	Relationship Management, Elective, Research Lab
Comments	Students are expected to acquire the theoretical background in self-study mode. In class, more in-depth knowledge will be developed by working on case studies, practice reports and exercises.


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Consecutive Sheet

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<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="300 1160 588 1211"></th> <th data-bbox="593 1160 743 1211" style="text-align: center;">1. Sem.</th> <th data-bbox="748 1160 898 1211" style="text-align: center;">2. Sem.</th> <th data-bbox="903 1160 1053 1211" style="text-align: center;">3. Sem.</th> <th data-bbox="1058 1160 1208 1211" style="text-align: center;">4. Sem.</th> <th data-bbox="1212 1160 1362 1211" style="text-align: center;">5. Sem.</th> </tr> </thead> <tbody> <tr> <td data-bbox="300 1218 588 1270"><i>Lectures</i></td> <td data-bbox="593 1218 743 1270" style="text-align: center;">20</td> <td data-bbox="748 1218 898 1270"></td> <td data-bbox="903 1218 1053 1270"></td> <td data-bbox="1058 1218 1208 1270"></td> <td data-bbox="1212 1218 1362 1270"></td> </tr> <tr> <td data-bbox="300 1276 588 1328"><i>Coached Self-study</i></td> <td data-bbox="593 1276 743 1328" style="text-align: center;">20</td> <td data-bbox="748 1276 898 1328"></td> <td data-bbox="903 1276 1053 1328"></td> <td data-bbox="1058 1276 1208 1328"></td> <td data-bbox="1212 1276 1362 1328"></td> </tr> <tr> <td data-bbox="300 1335 588 1386"><i>Autonomous Self-study</i></td> <td data-bbox="593 1335 743 1386" style="text-align: center;">20</td> <td data-bbox="748 1335 898 1386"></td> <td data-bbox="903 1335 1053 1386"></td> <td data-bbox="1058 1335 1208 1386"></td> <td data-bbox="1212 1335 1362 1386"></td> </tr> <tr> <td data-bbox="300 1393 588 1444"><i>Total Workload</i></td> <td data-bbox="593 1393 743 1444" style="text-align: center;">60</td> <td data-bbox="748 1393 898 1444"></td> <td data-bbox="903 1393 1053 1444"></td> <td data-bbox="1058 1393 1208 1444"></td> <td data-bbox="1212 1393 1362 1444"></td> </tr> </tbody> </table>							1. Sem.	2. Sem.	3. Sem.	4. Sem.	5. Sem.	<i>Lectures</i>	20					<i>Coached Self-study</i>	20					<i>Autonomous Self-study</i>	20					<i>Total Workload</i>	60				
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Learning Outcomes and Competencies	<p>Upon completion of this module students will have critical knowledge and understanding as follows.</p> <p>(A) Knowledge and Understanding</p> <ol style="list-style-type: none"> 1. Identification and critical evaluation of relevant concepts, models and principles of relationship management that illuminate the area of FM 2. Successful management of sustainable relationships with internal and external stakeholder groups in regard to value creation in FM 3. Demonstration of a critical understanding of what relationship management might mean for FM theory and across a range of applied FM contexts for management practice <p>(B) Intellectual and Transferable Skills</p> <ol style="list-style-type: none"> 1. Communication skills: Verbal, non-verbal, listening skills 2. Presentation skills: presentations about up-to-date FM topics 3. Team working skills: Working with peers on case studies/group projects <p>(C) Practical Skills</p> <ol style="list-style-type: none"> 1. Students should apply critical thinking and problem solving skills to a variety of different situations related to relationship management in FM. 2. Students are expected to develop techniques relevant to managing their own learning efforts, presenting contents and results of primary/secondary research. 3. Students should reflect on and learn from their own experience of working and studying in teams by applying the content taught in this module. <p>Students are expected to make competent use of information technology (word-processing packages, bibliographic searches, collection of primary data etc.).</p>
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Course Content/ Case Method	<p>Relationships are the primary basis for service exchange, and are central to business success. Thus, the goal of this strategy-driven course is to give students a solid understanding of the web of relationships FM is confronted with and engage them in finding ways to strategically act as service providers for internal and external clients, customers and end users. This goal can be reached by inductively working with e.g. means-end-laddering method, customer star model or 7-S-model and applying them to a selection of relevant strategy-driven cases. This approach enables students to develop the courage to act under uncertainty with internal and external stakeholders.</p> <p>The case method is a form of instructor-guided, discussion-based learning. It introduces complex and often ambiguous real-world scenarios into the classroom, typically through a case study with a protagonist facing an important decision. The case method represents a shift from the traditional, <i>instructor-centred</i> model of education to a <i>participant-centred</i> one in which students play a lead role in their own, as well as in each other's, learning. Case method instructors use questions, dialogue, debate, and the application of analytical tools and frameworks to engage students in a challenging, interactive learning environment. This method allows for learning that goes beyond the transfer of knowledge to include the development of analytical, decision-making, and communication skills, and the cultivation of self-awareness, judgment, and the capacity to lead.</p> <p>Students act as co-creators of the learning process in the case method. They are responsible for preparing the case in advance, first individually, and sometimes in small study groups. During the class session, students are expected to participate as contributors and as listeners in order to help advance their own learning and that of their classmates. Ideally, learning should continue after class as students reflect on the discussion and apply insights and lessons in the broader context.</p>
Language of Instruction	English
Expected Attendance	Attendance is expected and strongly recommended. Mandatory attendance on selected dates – exact dates will be provided at the beginning of the course.
Assessment	Individual written exam (70%) in the exam period. Individual preparation/in-class participation (30%).
Course Materials / References	Reading material will be provided on Moodle at the beginning of the course.
Entrance Requirements	
Follow-up Courses	
Comments	Students are expected to thoroughly prepare the cases in advance and show active participation in classroom discussions.