



Service Logic in Theory and Practice

Tjänstelogik i teori och praktik

7.5 credits

Ladok Code: A1TL1C

Version: 1.0

Established by: Committee for Education in Business and Working Life 2026-06-10

Valid from: Autumn 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G2F)

Disciplinary Domain: Social sciences

Prerequisites: General entry requirements and 60 credits in Business Administration, of which 15 credits must be in Marketing.

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course aims to contribute to the student's understanding of service logic as a theoretical perspective and a practical analytical tool within marketing for studying how value is created and destroyed in companies and other types of organizations. The course consists of three parts.

In the first part, service logic is addressed as a theoretical perspective in relation to goods-dominant logic. Central concepts and models are examined in greater depth, with particular emphasis on how resources are integrated and how value co-creation and value co-destruction can be understood in different organizational contexts.

In the second part, service ecosystems are explored as an analytical framework for understanding how actors, resources, and practices interact at the micro, meso, and macro levels. This part also analyzes goal conflicts and sustainability issues related to the design, use, and development of services.

In the third part, service logic is applied in practice through the analysis and development of services. This includes service innovation and servitization, as well as how services can be analyzed and developed in relation to value creation, sustainability, and changing organizational conditions. This part also highlights how digitalization, data, and AI influence services and actor relationships in contemporary service contexts.

Learning Outcomes

Upon completion of the course, the student is expected to be able to:

Knowledge and understanding

- 1.1 explain central concepts, theories, and models within service logic and the relationships between them,
- 1.2 explain differences between service logic and goods-dominant logic and discuss their implications for organizing, governance, and value creation,
- 1.3 describe and critically discuss how resource integration, value co-creation, value co-destruction, and service ecosystems relate to sustainable development in companies and other organizations,

Skills and abilities

- 2.1 apply service logic to analyze empirical cases in service contexts,
- 2.2 analyze value co-creation and value co-destruction processes, resource integration, and patterns of collaboration at different levels within service ecosystems,
- 2.3 design and justify proposals for the development of services, value-creating activities, or resource integration based on service logic,
- 2.4 analyze how digitalization, data, and AI influence services, actor relationships, and opportunities for sustainable development,

Judgment and approach

- 3.1 critically evaluate the usefulness and limitations of service logic and goods-dominant logic for different actors and types of organizations and
- 3.2 assess opportunities, risks, goal conflicts, and ethical issues in service innovation and servitization in relation to environmental, social, and economic sustainability.

Forms of Teaching

Teaching consists of lectures, seminars, and case-based exercises.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Examination: individual written exam

Learning outcomes: 1.1, 1.2, 1.3

Credits: 3

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Analysis assignment: individual written assignment with an oral seminar presentation

Learning outcomes: 1.3, 2.1, 2.2, 2.4, 3.1, 3.2

Credits: 2.5

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Project report: group-based written assignment with an oral seminar presentation

Learning outcomes: 2.2, 2.3, 2.4, 3.1, 3.2

Credits: 2

Grading scale: Fail (U) or Pass (G)

To receive a Pass grade for the entire course, a passing grade is required for all examination components. To receive a Pass with Distinction for the entire course, a Pass with Distinction is additionally required for both the written exam and the individual analysis assignment.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is part of the Bachelor's Programme in Business Analytics / Bachelor's Programme in IT and Economics, the Business Administration programme, the Master of Science in Business and Economics programme, and is also offered to international students and as a standalone course.

This syllabus is a translation from the Swedish original.