

Practical information

ADMISSIONS REQUIREMENTS

Academic:

Bachelor degree, preferably in Economics, Business Studies or Service Management; students with other Bachelor's degree are evaluated on a case-by-case basis. Work experience in related fields is not required but is recommended.

For the Part-time programme, a minimum of three year work experience (preferably management related) is compulsory.

LANGUAGE

IELTS score 6.5, with a minimum score of 5.5 in each of the parts

STUDY LOAD, ACCREDITATION & DOUBLE DEGREE

The 1,680 credit-hour programme (exclusive study trip) is accredited by the Dutch accreditation organisation NVAO and leads to the Stenden degree of (professional) Master in International Service Management. The 1,800 credit-hour programme (including study trip to London) also leads to an internationally recognised Master of Arts degree (MA) in International Service Management issued by London Metropolitan University. The programme was in 2011 accredited by the international FIBAA Accreditation Commission for Institutional Procedures. In 2012, associate membership of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) was awarded.

APPLICATION

Applications for MAISM can be made online at www.stenden.com by clicking on 'Apply Now'.

QUESTIONS ABOUT THE PROGRAMME

For further information on the programme and the application procedure, please contact: Office Academic Affairs, tel: +31 (0)58 244 14 42, masters@stenden.com

PROGRAMME START DATES

You can start this programme in September

LOCATION

Leeuwarden

MEET STENDEN

If you want to get a really good impression of the degree programme you want to do, come and visit Stenden, get a taste of the atmosphere, have a look around and talk to students and teachers. Come to one of our Open Days or information days - you can even come and try a taster session.

For a full overview of dates, go to www.stenden.com/kennismaking.

FACILITIES

You'll find everything a student needs on the Leeuwarden campus, from free internet and an electronic learning environment to a media centre and, of course, a restaurant.



Stenden

Stenden offers programmes in the fields of:

- › Economics & Management
- › Technology
- › Health Care & Education

STENDEN UNIVERSITY OF APPLIED
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MAISM - 092012 / 1301 / 12803



Stenden

Hello World!

2013-2014



Career perspective

The service industry comprises a variety of sectors, from hospitality, retail and financial services to (para) medical institutions, schools and other public organisations. The Master of International Service Management prepares graduates for a broad range of career opportunities.

- Our graduates perform successfully for example as:
- › MANAGEMENT CONSULTANT FOR SERVICE ORGANISATIONS
 - › QUALITY MANAGER
 - › LECTURER AND TRAINER
 - › MARKETING CONSULTANT

Programme overview

PRINCIPLES OF SERVICE MANAGEMENT

This introductory module provides a sound overview of the main theories and concepts in service management and explains the differences between service production and manufacturing. Furthermore, the module provides methods and tools to enable graduates to systematically analyse and improve potential gaps in the organisation’s service orientation.

MARKET VALUE CREATION

This module reflects on the broader societal and economic aspects of the emergence of the service society and the experience economy and the way organisations create market value. It focuses on different ways of improving service performance and creating market value while avoiding the pitfalls of an exclusive focus on financial indicators.

SUSTAINABLE VALUE CREATION

This module addresses issues concerning the service society, quality of life and the role of business in society from the perspective of sustainability. It emphasises the interconnectedness of the personal, organisational and societal levels of sustainability. The aim is to provide insight in the role of sustainability in service organizations, both private and public.

SERVICE PERFORMANCE IMPROVEMENT

This module is about translating service concepts into operations: a series of models and quantitative tools is used to analyse service operations. The module studies the use of performance indicators, and the strengths and weaknesses of indicator based systems. Based on the analytical methods discussed, valuable contributions to improving the performance of service organisations can be made.

RESEARCH

This module focuses on issues related to the research process necessary to write a Master Thesis. Attention is given to techniques of data collection, analysis, academic reading and writing skills. The module aims to equip participants with a critical understanding of the research process and the outcomes of service research studies. A variety of research methods will be critically examined and applied.

STRATEGIC SERVICE MANAGEMENT

An optimal service performance requires a concerted effort by all people and systems involved to create and deliver a valuable and satisfying experience in an efficient and effective way. After an introduction of the main components of strategic management, the different schools of strategic management will be presented. The focus in this module is on the understanding of construction, vision and wisdom involved in strategic planning and decision making.

PERSONAL VALUE CREATION

This module explores possible paths for leadership development. This is done by encouraging the development of the participant’s personal qualities and professional management competencies. The focus is on the achievement of a high degree of interpersonal skills (interdependency), self-confidence, initiative and entrepreneurship, and an appropriate attitude to work related situations (independency).

ELECTIVES

The elective modules provide the opportunity to broaden and deepen the student’s knowledge of specific subjects. Electives will be offered depending on the number of prospective participants.

EDUCATIONAL METHODS

- We use the following methods:
- › Seminars
 - › Workshops
 - › Lectures
 - › Presentations
 - › Small group work
 - › Guest lectures

INTERNATIONAL ACTIVITIES

LONDON FIELDTRIP

Each year, a study fieldtrip is organized to visit London Metropolitan University and the vibrant city of London. The trip includes an educational seminar and assignment offered by our partner university.

EXCHANGE

In 2012 an Exchange Agreement with Auburn University, Alabama was signed, which will allow students to spend a 10 weeks period in the USA as an Elective.

PART-TIME

For professionals who have the ambition to further their career in their respective service related industries, we offer the programme in a two-year part-time format. The part-time Master programme is designed to enable students to combine the programme with their jobs. The programme combines a limited number of workshops with internet-based learning activities. Furthermore, many of the assignments allow students to introduce case studies from their work environment. Modes of delivery: Interactive lectures in small groups, e-learning, problem-based learning

MASTER IN INTERNATIONAL SERVICE MANAGEMENT

MASTER DEGREE

FULL-TIME/PART-TIME

Service provision is now an integral and vital part of all business activity. It has extended beyond applications such as banking, retailing, hospitality, insurance, and health care. More than 60% of the European workforce and 80% of the American workforce are now engaged in the broader defined service sector. Creating a service orientation is also high on the agenda of the public sector and traditional production industries. Customer orientation is vital in service management. The main challenge in service management is to build the organisation’s structure, strategies, processes, and culture around the customer. Developing service management strategies involves a change of focus from products to customers. Understanding and creating customer expectations, creating employee commitment, and turning the physical environment into an effective ‘service scape’ are all elements of effective service management.



The Master programme in International Service Management is designed to help organisations meet these challenges. It takes an integrated approach to service management, including marketing and communication, human resource management, quality management and the financial and technological aspects of service delivery. The programme takes a broad perspective on service delivery, including aspects of sustainability, intercultural communication and leadership skills.

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YEAR
UNIT 1

Setting the framework: understanding the principles of service management and value creation

UNIT 2

Making the framework operational: analysing service organisations and designing research

UNIT 3

Beyond the framework: understanding strategic processes and personal value creation

UNIT 4

Elective & Master Thesis: doing research and specializing