

Organisation

Lehrperson

Wilhelm Taurel

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Vorlesung (4 SWS)

Montag | 14:00-17:00 | wöchentlich | Raum 05.2.016

Workload

150h | 60h (Präsenzzeit) | 90h (Selbststudium)

Credits

5 LP Bachelor / 6 LP Master

Teilnahmevoraussetzungen

Interesse am Management eines Service Business in der Industrie

Prüfungsform

Zwischenpräsentation + schriftliche Hausarbeit

Sprache

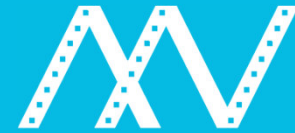
Englisch

Online-Ressourcen

<https://moodle.hs-duesseldorf.de/course/view.php?id=753>

Industrial Services Marketing & Business Development

- Servitization Economics -



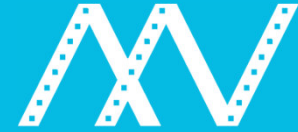
Fachbereich Maschinenbau und Verfahrenstechnik
Faculty of Mechanical and Process Engineering

Content

- Service Management Basics, Myths, current Trends
- Services Terminology & Types of Industrial Services
- Marketing of Services Basics & Current developments
- Marketing & Business Development industrial Technology Services
 - Product/Offering-Policy & Portfolio Management
 - Pricing/Price Setting
 - Place/Distribution/Sales Channels
 - Promotion/Communication
 - Personnel
 - Processes
 - Physical Evidence
- Services Markets & Current Trends (Business Models, Smart & Digital Services, PaaS, XaaS, Subscriptions, Servitization....)
- Service Business Strategies of industrial Firms
- Sales of Services & Solutions

Questions answered in this lecture/course

- What means service management to a manufacturing firm?
- Why are we dealing with service marketing & management now?
- Why and how are industrial firms conceiving and delivering services? Why are they important for them?
- What kind of industrial services exist and are under development and what is their content?
- What kind of jobs and careers do you find in today's & tomorrow's technology and industrial services organizations?
- How do you identify good service management practice from outside? (Benchmarking with key players from relevant industries)
- What are current challenges of industrial service businesses?
- How can traditional reactive service organizations be transformed to successfully growing proactive service businesses?



What is special and particular with this lecture?

- Strong focus on practical business challenges in today's industrial firms
- A cross-sectorial view over multiple branches of international and German industries
- You will have a refreshment in business economics with a particular focus on the economics of services
- You will learn and execute strategic Interviews with Service Managers of leading industrial enterprises
- You can participate in an Interactive one-day excursion to the service organisation of a manufacturing company in the region

Endorsements of former participants (original quotes)

- "Taking this elective has been a unique experience. The structure of the course offers a very enriching combination of theory and practice for any student. In my personal experience, it gave me a better understanding of the current world of services in an industrial context. In addition, the professor has great knowledge of the topic, contacts in large companies, and is always willing to share his experiences, teach and clarify doubts. Another plus point was the excursion. It was more than a visit since we were able to interact and generate contacts within the excursion. This is how I was able to have the opportunity to write my thesis with this company and for that I will always be grateful to Mr. Taurel." - **International Student of 2022**
- „Mir gefällt es gut, dass der Dozent auf unsere Fragen eingeht und bedacht ist, dass wir alles verstehen. Des Weiteren verschafft er uns Kontakte zu Firmen, woran wir das Gelernte anwenden können und wieder davon weiter zu lernen.“ - **Student of 2021**
- „Eine der besten und interessantesten Wahlfachoptionen für unseren Studiengang; eine praktisch erläuterte Führung durch die gesamte Service Welt; man kommt aus dem Klassenzimmer heraus durch Firmen-Exkursion und Geschäftsführungs-Interview; ein sinnvoller Kurs als Wahlfach“ - **Student of 2019**