



HTW Chur



Hochschule für Technik und Wirtschaft
University of Applied Sciences

Responsible Management Education in the Service Sector

Developing Design Tools for Sustainable Services

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Krems, 10th November 2016

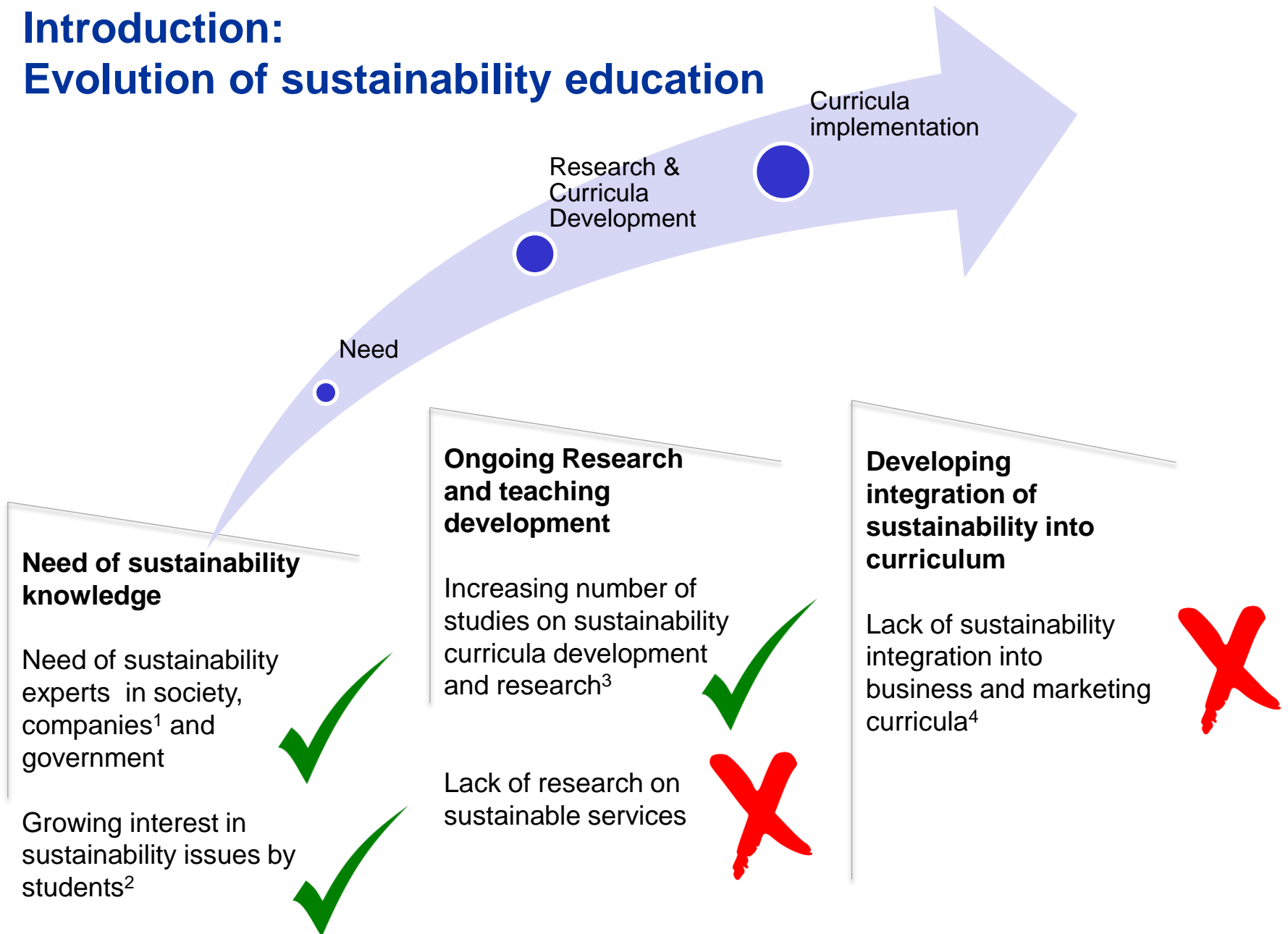
Agenda

- **Introduction**
- **Taking stock of sustainable service education**
- **The HTW approach**
- **Evaluation and outlook**

Introduction: Milestones towards an integration of service-sector sustainability into business curricula

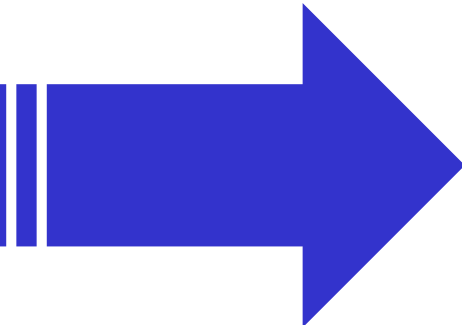


Introduction: Evolution of sustainability education



Taking stock of sustainable service education: Need of service sustainability content in marketing lectures

- Within business schools in general, however, the resources devoted to services management have not been commensurate with the economic importance of services (Bitner & Brown, 2006)
- Marketing initiates the process to best align products/services with the customer under consideration of environmental forces. Therefore marketing plays a key role in helping companies and customers to operate in a more sustainable manner (Borin & Metcalf, 2010)



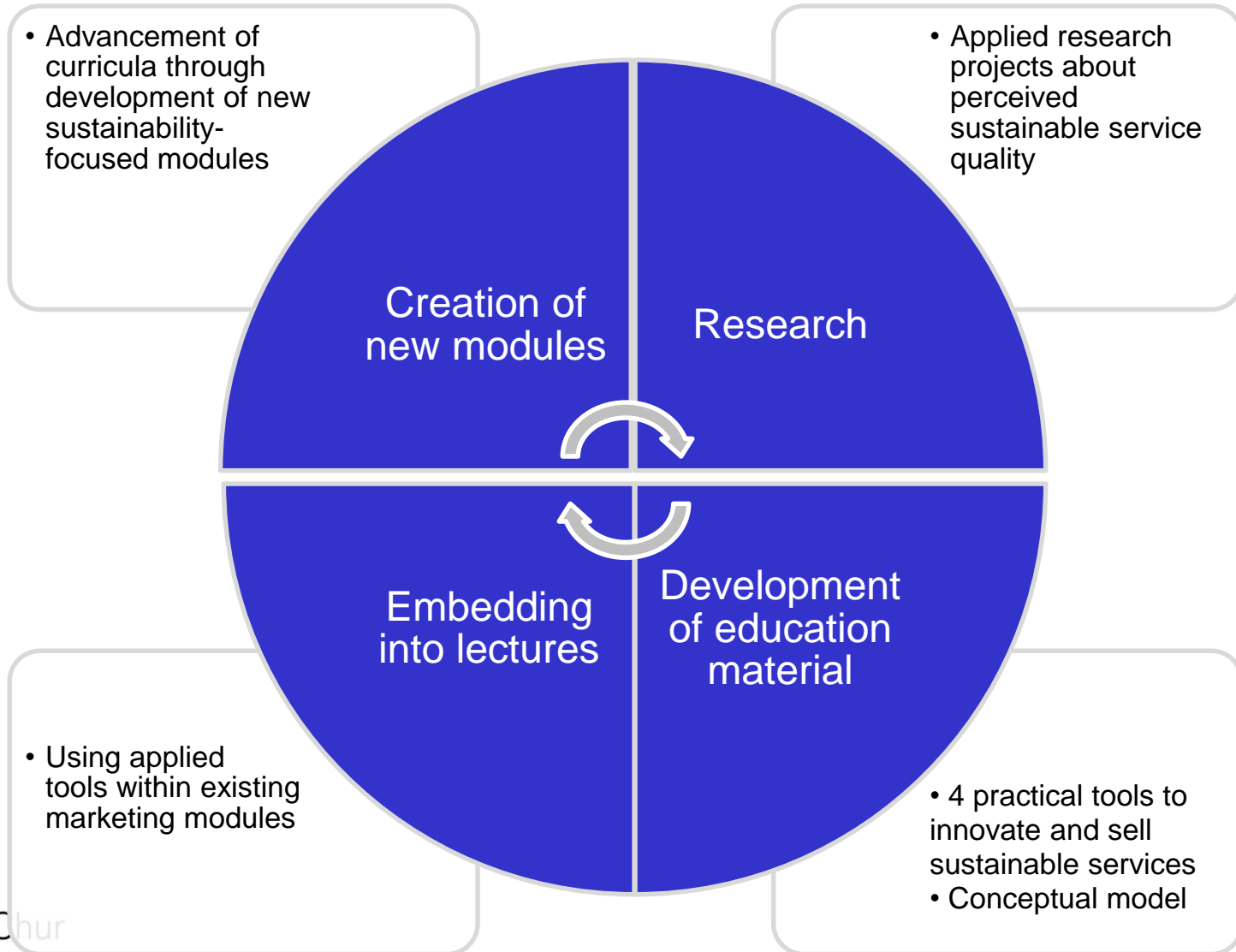
The recommendation to expand sustainable service teaching content is in line with

SDG 4 (quality education),
SDG 8 (decent work and economic growth)
SDG 12 (responsible consumption and production)

and underpinned with the 6 principles of PRME



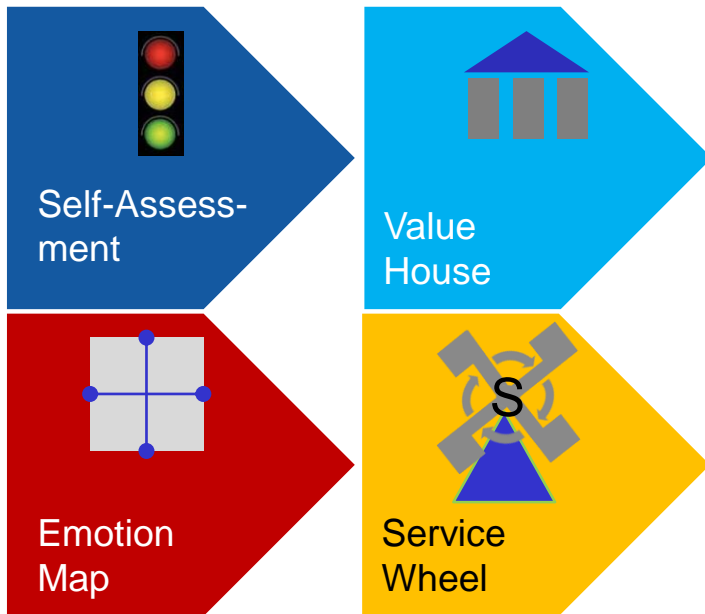
The HTW Approach: Contribution towards to a better integration of service sustainability into business education



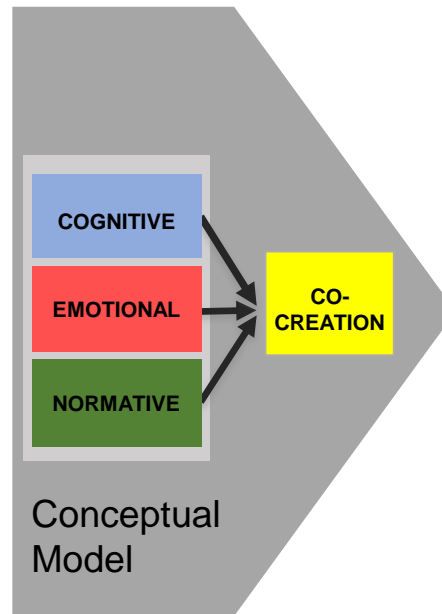
The HTW Approach: Implications for marketing education at HTW Chur

Retool current marketing module

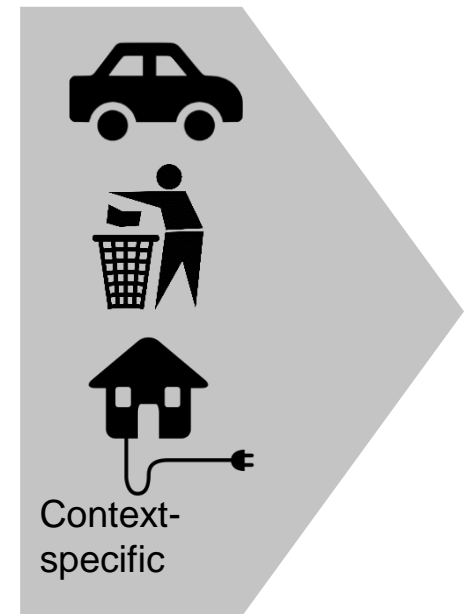
Readjust consumer behavior lectures



Implement the developed tools into existing lectures



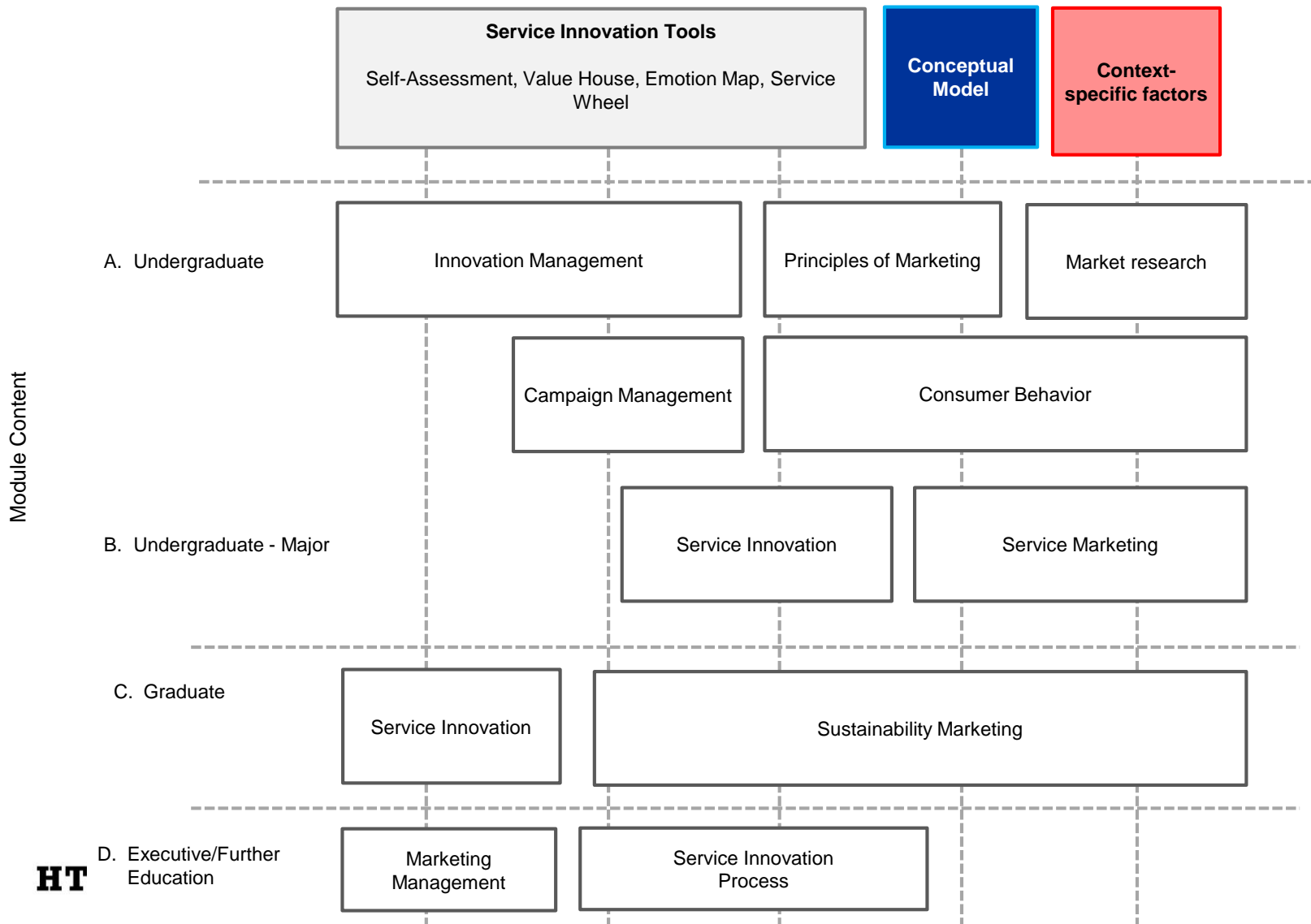
Introduce an broader perspective on service quality perception



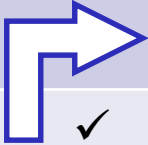






Emphasizing context-specific factors

The HTW Approach: How to embed sustainable service education into the curriculum

Developed Content of the project



Evaluation and Outlook: Evaluating learning tools with Fink's taxonomy framework

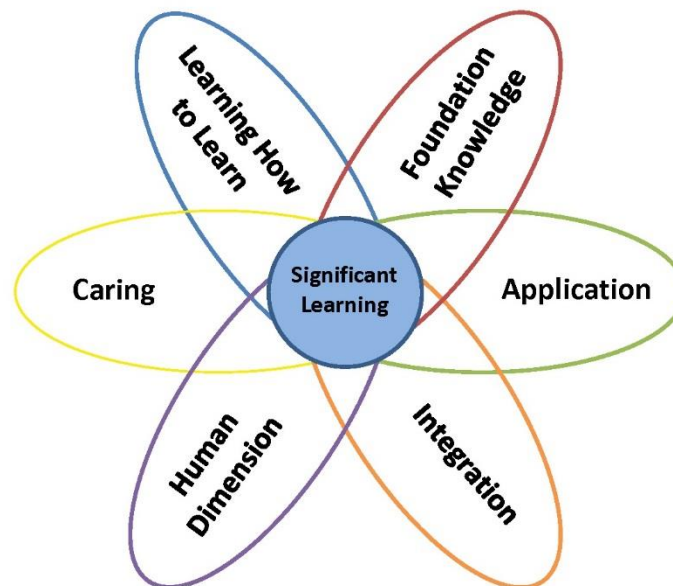
	Foundational knowledge	Application	Integration	Human dimension	Caring	Learning how to learn
Innovation Tools		✓	✓	✓	✓	
Conceptual Model	✓		✓	✓		
Context-specific factors	✓	✓	✓	✓		



Challenges

Evaluation and Outlook: Suggestions for future improvement

- Develop specific learning materials for sustainable service marketing
- Enhance the awareness of the importance of service sector specifics within business faculties
- Advancement of the tools for comprehensive usage within class room settings (completion of Fink's taxonomy (2003))



References

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