A. Programme syllabus for the Master of Science (120 credits) in Service Management

120 higher education credits
Second cycle
Language of instruction: English
Programme code: SASMA, specialising in Tourism (TURI) or Retail (RETA) or Supply Chain Management (SUCM).

The programme syllabus is approved by the board of the Faculty of Social Sciences 27 September 2012. Revised by the Dean 16 October 2013 according to the delegation of authority of the faculty (reg no. S2012/60). Revised by the board of the Faculty of Social Sciences 28 April 2016.

The programme syllabus is valid from the autumn semester 2017.

The programme is offered at Campus Helsingborg.

B. Programme description
The aim of the Master’s programme in Service Management is to provide the student with specialised knowledge and understanding of Service Management as a main field of study. On completion of the programme, the student will be able to develop and lead service activities in an autonomous and strategic manner. Knowledge of the theories behind the growth of the service sector and its changes is combined with an in-depth understanding of the specific organisational and managerial needs of service activities. In the programme, advanced subject knowledge is merged with a broadened perspective and a connection to wider society. Scientific approach is studied in depth, which is fundamental for those who intend to continue with research studies, but also of great value for work involving investigation, evaluation, situation analysis, business development and entrepreneurship.

The programme is aimed at those who are looking for a professionally oriented programme of study in management with a strong link to research. On completion of the programme, the student can work as an operations manager, marketing manager, analyst or project manager. The programme of study also provides a good basis for developing and organising new business ideas and concepts. The student applies for one of three specialisations: Tourism, Retail or Supply Chain Management.

C. Learning outcomes
Knowledge and understanding
For a degree of Master of Science (120 credits) the student shall, according to the Higher Education Ordinance (Swedish Code of Statutes 2006:1053):
• demonstrate knowledge and understanding in the field of Service Management, including both broad knowledge in the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work
• demonstrate specialised methodological knowledge in the field of Service Management.

**Competence and skills**
For a degree of Master of Science (120 credits) the student shall:
• demonstrate the ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even with limited information
• demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
• demonstrate the ability in speech and writing, both nationally and internationally, to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
• demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

**Judgement and approach**
For a degree of Master of Science (120 credits) the student shall:
• demonstrate the ability to make assessments in the field of Service Management informed by relevant disciplinary, social and ethical issues and also demonstrate an awareness of ethical aspects of research and development work
• demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used
• demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

In addition to these learning outcomes stated in the Higher Education Ordinance, for a degree of Master (120 credits) the students must also:
• demonstrate knowledge of scientific communication, an independent ability to monitor the development of knowledge in their field of study and an ability to handle scholarly reference systems.

**D. Course details**
The Master’s programme in Service Management amounts to 120 higher education credits and is made up of seven or eight courses depending on specialisation. The main field of study is Service Management.
<table>
<thead>
<tr>
<th>Semester 1, period 1</th>
<th><strong>Tourism</strong></th>
<th><strong>Retail</strong></th>
<th><strong>Supply Chain Management</strong></th>
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<tbody>
<tr>
<td></td>
<td>Service management: theory of science and research field, 15 credits</td>
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<tr>
<td>Semester 1, period 2</td>
<td>Service management: Managing service organisations, 15 credits</td>
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<td>Semester 2, period 1</td>
<td>Methods in Social Sciences, 15 credits</td>
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<tr>
<td>Semester 2, period 2</td>
<td>Place and destination development, 15 credits</td>
<td>Retail supply chains, 7.5 credits</td>
<td>Logistics and supply chains, 7.5 credits</td>
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<td>Marketing and branding in retail, 7.5 credits</td>
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<td>Service logistics, 7.5 credits</td>
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<td>Semester 3, period 1</td>
<td>Sustainability in service organisations</td>
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<tr>
<td>Semester 3, period 2</td>
<td>Value creating and innovation in tourism, 15 credits</td>
<td>Internationalisation and place development, 15 credits</td>
<td>Transport systems: inter-modality and traceability, 15 credits</td>
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<td>Semester 4</td>
<td>Service management: Master’s (120 credits) thesis, 30 credits</td>
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</table>

All courses are in the second cycle.

The following courses are courses in the main field of study:
- Service management: Theory of science and research field, 15 credits
- Service management: Managing service organisations, 15 credits
- Service management: Master’s (120 credits) thesis, 30 credits

**E. Degree**

On completion of the programme, the student is awarded a degree of Master of Science (120 credits) in Service Management.

In order to be awarded a degree of Master (120 credits) within the programme of study, the student must have fulfilled the course requirements described above under D (or completed equivalent courses within/or outside Lund University).

It is also possible to exit the programme with a Master of Science (60 credits) after one year of study. This amounts to 60 credits, including a master’s thesis, 15 credits.

1. Service management: Theory of science and research field, 15 credits
2. Service management: Managing service organisations, 15 credits
3. Methods in Social Sciences, 15 credits
4. Service Management: Master’s (60 credits) thesis, 15 credits
F. Admission requirements and selection criteria
1. Admission requirements
For admission to the programme, the student must have a first-cycle degree amounting to 180 credits or the equivalent, of which at least 60 credits must be within the area of Social Sciences, Service Management, Business Administration, or the equivalent.

Oral and written proficiency in English equivalent to English 6/B from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines.

The main selection criterion is the student’s ability to complete the programme. Students who meet the specific admission requirements are ranked on the basis of previous study results (grades on courses and the Bachelor’s degree project) and a statement of purpose.