



LUND UNIVERSITY

Faculty of Social Sciences

Course syllabus for Retail Research Fundamentals (SASM001), 7.5 credits. Third cycle

The course was adopted by the board of the Department of Service Management and Service Studies at Lund University 14 September 2016 and the syllabus approved by the board of the Department of Service Management and Service Studies 28 September 2016.

The syllabus is valid from 1 November 2016.

A. General information

The course is elective and open to doctoral students admitted at the Department of Service Management and Service Studies and to doctoral students affiliated with the Centre for Retail Research at Lund University. If places are available, doctoral students from other departments and institutions are welcome to attend.

The language of instruction is English (or Swedish if all participants are proficient in Swedish).

B. Learning outcomes

Knowledge and understanding

On completion of the course, the students shall be able to demonstrate

- specialised knowledge of some of the predominant theories of the special terms and logic of the retail sector
- understanding of the relationship between these theories and the everyday and research practices of the retail sector
- knowledge about the specific conditions and challenges of retail research

Competence and skills

On completion of the course, the students shall be able to

- critically reflect on different theories of retail research
- analyse the impact of different theoretical approaches on the practices and methods of retail research
- independently identify a specific problem and/or issue within retail research that is of relevance to their own thesis project, discuss it from the perspective of current research and critically assess the problem and/or issue
- produce independent, critical and theoretically informed written and oral reports

Judgement and approach

On completion of the course, the student shall be able to

- discuss and assess how the production of knowledge within retail research can be evaluated from different perspectives
- independently and analytically help to identify the challenges and opportunities of retail research

C. Course content

The overall aim of the course is to provide students with knowledge and analytical tools to enable them to assess relevant theories of the terms and practices of retail research.

Special emphasis is placed on interrogation and discussion of retail as a contextually restricted practice that can be understood and analysed from the point of view of its specific circumstances. How are the challenges and opportunities of retail shaped by the sector's own knowledge development? Which experiences are converted into knowledge about retail?

The course also enables students to practice research communication in speech and writing.

D. Teaching and assessment

The course has a duration of approximately 8 weeks and includes about 12 lectures/seminars concentrated to 4 two-day sessions.

The teaching consists of a combination of lectures and seminars. The lectures are interdisciplinary and the students are encouraged to participate actively from the perspective of their research specialisations. The course also includes study and analysis of the required reading and other relevant texts.

The students are to make oral and written presentations of the literature and the topics, problems and issues that are linked to their own thesis projects. Attendance at seminars is compulsory.

The assessment is based on

- active participation in lectures and seminars
- individual oral presentations
- a paper of 10–12 pages addressing a specific research issue researched by the student and relevantly associated to the subject of the course
- compulsory attendance at seminars and lectures. A student who has been absent must submit a written summary of the texts and/or an account of the specific topic treated at the relevant lecture/seminar.

A re-examination is organised at the end of the course. If necessary, further re-examinations will be organised at a later date.

E. Grades

The grades awarded are Pass or Fail. For the grade of Pass, the student must fulfil the learning outcomes specified for the course.

F. Admission requirements

To be admitted to the course, students must be admitted to a PhD programme in social sciences, business and management or logistics, or be affiliated with the Centre for Retail Research at Lund University.