



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMAB35, Digitalization and Services, 15 credits**

*Digitalisering och tjänster, 15 högskolepoäng*

First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2018-12-12 to be valid from 2019-03-15, autumn semester 2019.

### **General Information**

The course is offered as a freestanding course.

*Language of instruction:* English

*Main field of studies*

Service Management

*Depth of study relative to the degree requirements*

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

### **Learning outcomes**

For a pass on the course, students shall

#### **Knowledge and understanding**

- demonstrate knowledge and understanding of the significance and role of digitisation for the service sector from a social sciences perspective and more specifically a service management perspective
- demonstrate knowledge and understanding of the significance and role of digitisation for service consumption
- demonstrate knowledge and understanding of the opportunities and challenges resulting from the digitisation of services

### **Competence and skills**

- demonstrate the ability to analyse the digitisation of services from consumer, organisational and societal perspectives
- demonstrate skills in identifying challenges caused by the digitisation of services, and
- demonstrate the ability to propose solutions to these challenges

### **Judgement and approach**

- demonstrate a critical approach to the digitisation of services

### **Course content**

The aim of the course is to provide a basic understanding of the digitisation of the service sector and the changes caused by digitisation. One of its starting points is the increasing digitisation of different types of information and communication in the service sector. Furthermore, new forms of service activities are created through digitisation. Consequently, an increasing number of services are provided through different types of digital platforms.

The course consists of three components:

#### **1 Theoretical perspectives on digitisation, digital communication and service management (5 credits)**

This component introduces students to key theories of digitisation, digital communication and service management.

#### **2 Digitisation in different service activities (5 credits)**

This component enables students to engage in specialised study of the implications of digitisation within service activities.

#### **3 Practical perspectives on the digitisation of services (5 credits)**

In this component, students work in groups and use previously acquired knowledge and texts of their choice to address an example of practice.

### **Course design**

The teaching takes several different forms, such as lectures, guest lectures, workshops and seminars.

Unless there are valid reasons to the contrary, participation in seminars is compulsory. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

## Assessment

**Component 1:** Seminar discussions and individual seminar assignments **Part 2:** Individual oral presentation and a written report as well as seminar discussions. **Part 3:** Written and oral presentation of a report

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit in the same year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade of Pass, the student must fulfil the learning outcomes specified for the course. For the grade Pass with Distinction, the student must also demonstrate particular theoretical awareness and analytical ability. To be awarded a grade of Pass on the whole course, the student must have been awarded this grade on all components. To be awarded a grade of Pass with Distinction on the whole course, the student must have been awarded this grade on at least two of the modules.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

## Entry requirements

To be admitted to the course, students must satisfy the general admission requirements and have at least 60 credits.

## Subcourses in SMAB35, Digitalization and Services

Applies from H19

- 1901 Seminar Assignments, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1902 Individual Project Work, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction
- 1903 Group Project Work, 5,0 hp  
Grading scale: Fail, Pass, Pass with distinction