



LUND
UNIVERSITY

Faculty of Social Sciences

SMMR23, Service Logistics in Retail, 7.5 credits
Servicelogistik inom detaljhandel, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2015-01-27 and was last revised on 2017-01-25. The revised syllabus applies from 2017-02-01, spring semester 2017.

General Information

The course may not be included in a main field of study. The course is included in the second semester of the Master of Science programme in Service Management.

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a pass on the course, students must

Knowledge and understanding

- demonstrate thorough familiarity with key concepts of service logistics linked to retail logistics
- demonstrate specialised knowledge of the practical and theoretical frame of reference of logistics with regard to service aspects of the logistics chain
- plan and, using appropriate methods, undertake advanced tasks within predetermined time frames

Competence and skills

- demonstrate the ability to independently identify and formulate issues of service logistics
- independently analyse service logistics and present results informed by theory in speech and writing
- demonstrate good skills in using different methods and models for the analysis of service elements of the supply chain from a retail perspective
- demonstrate the ability to independently identify and describe development in their own learning process
- demonstrate skills in analysing and identifying issues related to service logistics and service elements of the supply chain from a retail perspective
- demonstrate good skills in communicating and presenting the field of the course in speech and writing.

Course content

The course starts with a thoroughly specialised study of the most important theoretical fields addressing service aspects along the supply chain and their roles in the companies and organisations concerned. The aim is to enable students to understand how service can be achieved along the integrated supply chains and the modes of transport used. Important differences between national and international supply networks are described and discussed.

The course deals with service logistics from a retail and e-commerce perspective. It aims to provide students with an understanding of how choices at the beginning of the value chain affect service aspects at the end of the logistics chain. The role of packaging for service logistics is analysed and the dependence of customer services on service elements in the supply chain is discussed. Throughout the course, focus is placed on the impact of the service perspective on the 'last mile' concept and its role in logistics.

Students will learn how to discuss and present different theoretical perspectives and explanatory models from a service logistics perspective.

Course design

The teaching consists of lectures, guest lectures, seminars, workshops and study visits.

Unless there are valid reasons to the contrary, compulsory participation is required at guests lectures, seminars and study visits. 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

The assessment is based on project work, reflection papers and a seminar memorandum.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

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

Grades

Marking scale: Fail, E, D, C, B, A.

The seminar memorandum is exempted from the grading scale above. The grade awarded for this component is Pass or Fail.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

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

Provided that the student has been awarded a Pass for the seminar memorandum, the requirements for a Pass on the whole course are the following: The grades for two of the three components of the course (reflection papers and project work) are combined into one of the grades A, B, C, D, E or Fail as a grade on the course as a whole. The grade on the course as a whole is calculated as follows: Each assessed component is assigned a point according to the scale 0-5. Point 0 corresponds to Fail and points 1-5 correspond to grades E-A. For 1 point, the student must show acceptable results (E). For 2 points, the student must show satisfactory results (D). For 3 points, the student must show good results (C). For 4 points, the student must show very good results (B). For 5 points, the student must show excellent results (A).

The assessments are then weighted in the following manner: Grade on the reflection paper (x 40%) + grade on the project work (x 60%) leading to:

A = 4.6- 5 p

B = 3.6- 4.4 p

C = 2.6- 3.4 p

D = 1.6- 2.4 p

E = 1- 1.4 p

Entry requirements

To be admitted to the course, the student must have passed 30 credits of the Master of Science programme in Service Management (SASMA).

Further information

This course replaces Service Logistics in Retail, SMMP23, 7.5 credits and may not be included together with this course in a degree.

Subcourses in SMMR23, Service Logistics in Retail

Applies from V15

- 1501 Project Work, 2,5 hp
Grading scale: Fail, E, D, C, B, A
- 1502 Reflection Paper, 2,5 hp
Grading scale: Fail, E, D, C, B, A
- 1503 Seminar PM, 2,5 hp
Grading scale: Fail, Pass