



LUND
UNIVERSITY

Faculty of Social Sciences

SMMS10, Service Management: Theory - Development and Traditions, 15 credits

*Service management: Teoretisk utveckling och teoretiska traditioner,
15 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 2016-07-18 to be valid from 2016-08-01, autumn semester 2016.

General Information

The course is included in semester 1 of the Master of Science programme in Service Management.

Language of instruction: English

Main field of studies

Service Management

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

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

Knowledge and understanding

- demonstrate knowledge of key concepts, models and theories within service management and within each specialisation (tourism, logistic and retail)
- demonstrate an understanding of how a subject field is based on incremental and intertextual logic and how it is socially produced, which can result in dominance in terms of gender and geographical emphasis

Competence and skills

- demonstrate the skill to independently write a literature review in the field of service management
- demonstrate the ability to define an issue, identify its research field, formulate a research question through positioning and contrasting (identify a research deficit) in relation to the field

Judgement and approach

- demonstrate the ability to make critical assessments based on the philosophy of science by relating to and taking a position on theories and arguments in the research field of service management
- demonstrate an approach to academic writing that is required to enable the publication of texts in peer-reviewed research journals

Course content

The course provides students with an overview of service management focusing particularly on its theoretical development and using a philosophy of science perspective. The course addresses basic ideas, concepts and models as well as critical studies placed in a theoretical and philosophy of science perspective. Furthermore, the course provides an overview of key theories in service management from a historical (theoretical development) and a thematic perspective within the different specialisations (i.e. key lines of thought within tourism, retail and logistics). It must be stressed, however, that the themes selected are not intended to cover the whole research field.

Course design

The course design focuses on individual work and student activities in seminars and presentations.

Participation in the 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

The assessment is based two individual theoretical literature reviews written by the student. **The first review** is based on literature shared by all students (general service management theory). **The second review** is based on literature the student is to individually search for in their specialisation (tourism, retail, logistics).

Three opportunities for examination are offered for the written exams 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 grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail. The first literature review is exempted from the grading scale above and is assigned a grade of Fail or Pass. The grade on the second literature review is also the final grade on the course.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade 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 of 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 of about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

To be admitted to the course, students must be admitted to the Master of Science programme in Service Management (SASMA), 120 credits.

Further information

This course replaces Service Management: Theory of Knowledge and Social Sciences Theories of Service Studies, SMMR10, 15 credits, and may not be included in the same degree.

Subcourses in SMMS10, Service Management: Theory - Development and Traditions

Applies from H16

- 1601 Paper I, 7,0 hp
Grading scale: Fail, Pass
- 1602 Paper II, 8,0 hp
Grading scale: Fail, E, D, C, B, A