



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV11, Introduction to Service Management, 7.5 credits**

*Introduktion till service management, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2019-03-29 to be valid from 2019-08-01, autumn semester 2019.

### **General Information**

The course is included in the first semester of all the specialisations of the Master of Science (120 credits) 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**

For a Pass on the course, the students shall be able to

#### **Knowledge and understanding**

- demonstrate knowledge of key concepts, models and theories of service management as a research area
- demonstrate an understanding of how a research area is socially produced and constructed through an intradisciplinary formation and influences from other academic disciplines

#### **Competence and skills**

- assimilate basic ideas, theories and models of service management as a research area
- systematise, describe and discuss key concepts and ideas of service management as a research area
- demonstrate skills to independently write a literature review within service management as a research area

### **Judgement and approach**

- adopt the reflecting approach to their own academic learning and writing that is required to complete a Master's programme in a social sciences context

### **Course content**

The course provides students with an overview of the research area of service management focusing especially on its theoretical development. The course deals with basic ideas, concepts and models as well as critical perspectives on service management as a field of knowledge.

Furthermore, the course provides an overview of key theories of service management from a historical (theoretical development) and a thematic perspective (service encounters, service landscapes, value creation, emotional labour).

### **Course design**

The teaching consists of lectures and seminars.

Unless there are valid reasons to the contrary, compulsory participation is required in seminars. 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 an individual written literature review.

Three opportunities for examination are offered for the written exams in conjunction with the course: at a first examination, a re-sit close to the first examination and a second re-sit in the same year. 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..

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, E, D, C, B, A.

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.

The literature review is assessed according to the grading scale A-F.

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

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

## Subcourses in SMMV11, Introduction to Service Management

Applies from H19

1901 Literature overview, 7,5 hp  
Grading scale: Fail, E, D, C, B, A