SASMA, Master of Science Programme in Service Management, 120 credits
Second cycle degree programme requiring previous university study

Details of approval
The programme syllabus is established by the Faculty Board of Social Sciences 15-03-2018 (U2018/103) to be valid from 15-10-2018, autumn semester 2019.

Specialisations
CACM Culture and Creativity Management, 120 credits
RETA Retail, 120 credits
SASM Sustainable Service Management, 120 credits
SUCM Supply Chain Management, 120 credits
TURI Tourism, 120 credits

Programme description
The aim of the Master’s programme in Service Management is to provide students with specialised knowledge and understanding of Service Management as a main field of study. On completion of the programme, the student will be able to develop and lead service activities in an autonomous and strategic manner. Knowledge of theories behind the growth of the service sector and its changes is combined with an in-depth understanding of the specific organisational and managerial needs of service activities. The programme merges advanced subject knowledge with a broadened perspective and a connection to wider society. The students will develop their academic approach, which is fundamental for those who intend to pursue research studies, but also of great value for work involving consultancy, evaluation, intelligence, business development and entrepreneurship.

The programme is aimed at those who are looking for management training with a strong link to research. On completion of the programme, the student can work as an manager, consultant, analyst, policy officer or project manager. The programme of study also provides a good basis for developing and organising new business ideas and concepts. Students can apply for one of five specialisations: Culture and Creativity Management, Retail, Supply Chain Management, Sustainable Service Management or Tourism.
**Learning outcomes**

Pursuant to the Swedish Higher Education Ordinance, for a degree of Master of Science (60 credits and 120 credits respectively), students must demonstrate the following:

**Knowledge and understanding**

For a degree of Master of Science (120 credits), students shall

- demonstrate knowledge and understanding in the main field of Service Management, including both broad knowledge in the field and considerable specialised knowledge in certain areas of the field as well as insight into current research and development work
- demonstrate specialised methodological knowledge in the field of Service Management.

For a degree of Master of Science (60 credits), students shall

- demonstrate knowledge and understanding in the main field of Service Management, including both broad knowledge in the field and specialised knowledge in certain areas of the field as well as insight into current research and development work
- demonstrate specialised methodological knowledge in the field of Service Management.

**Competence and skills**

For a degree of Master of Science (120 credits), students shall

- demonstrate the ability to critically and systematically integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing, both nationally and internationally, to report clearly and discuss their conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

For a degree of Master of Science (60 credits), students shall

- demonstrate the ability to integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations, even with limited information
• demonstrate the ability to identify and formulate issues, and to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
• demonstrate the ability in speech and writing to report clearly and discuss their conclusions and the knowledge and arguments on which they are based in dialogue with different audiences
• demonstrate the skills required for participation in research and development work or for employment in some other qualified capacity.

Judgement and approach
For a degree of Master of Science (120 credits), students shall:

• demonstrate the ability to make assessments in the main field of Service Management with regard to relevant disciplinary, societal and ethical aspects, as well as demonstrate an awareness of ethical aspects of research and development work
• demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used
• demonstrate the ability to identify the personal need for further knowledge and take responsibility for their ongoing learning.

For a degree of Master of Science (60 credits), students shall:

• demonstrate the ability to make assessments in the main field of Service Management with regard to relevant disciplinary, societal and ethical aspects, as well as demonstrate an awareness of ethical aspects of research and development work
• demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used
• demonstrate the ability to identify the personal need for further knowledge and take responsibility for their ongoing learning.

In addition to these learning outcomes stated in the Higher Education Ordinance, for a degree of Master (120 credits) or a degree of Master (60 credits), both with a specialisation in Service Management, students must also:

• demonstrate knowledge of research communication, an independent ability to monitor the development of knowledge in their field of study and to master scholarly reference systems.

Course details
See appendix Course details, SASMA.

Degree
Degree titles:
Degree of Master of Science (120 credits)
Major: Service Management
Filosofie masterexamen
Huvudområde: Service management

Degree of Master of Science (60 credits)
Major: Service Management
Filosofie magisterexamen
Huvudområde: Service management

In order to be awarded a degree of Master (120 credits) within the programme of study, the student must have fulfilled the course requirements described above under “Course details” (or completed equivalent courses at another higher education institution).

It is also possible to obtain a degree of Master (60 credits) in Service Management after completing the following course requirements:

1. Introduction to Service Management, 7.5 credits
2. Introduction to the relevant specialisation, 7.5 credits (Culture and Creativity Management, Retail, Supply Chain Management, Sustainable Service Management or Tourism)
3. Managing Service Organisations, 7.5 credits
4. Theory of Science, 7.5 credits
5. Methods in Social Sciences, 15 credits
6. Service management: Master’s (60 credits) Degree Project, 15 credits

Admission requirements and selection criteria

Admission requirements
For admission to the programme, the student must have a first-cycle degree amounting to at least 180 credits or the equivalent, including at least 90 credits in Social Sciences, Business Administration, or the equivalent. For admission to the specialisation Culture and Creativity Management, students with a first-cycle degree amounting to 180 credits, including at least 90 credits in Cultural Sciences or the equivalent are also eligible.

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

Selection criteria
The main selection criterion is the student’s ability to complete the programme. In the selection, students are assessed on the basis of previous study results (grades on courses and the Bachelor’s degree project) and a statement of purpose.

Further information
The language of instruction is English, which means that the teaching and assessments are conducted in English.
The programme is taught at Campus Helsingborg.

Appendix

Course details, SASMA

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<thead>
<tr>
<th>Semester 1</th>
<th>Culture and Creativity Management</th>
<th>Retail</th>
<th>Supply Chain Management</th>
<th>Sustainable Service Management</th>
<th>Tourism</th>
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<tr>
<td></td>
<td>Introduction to Service Management, 7.5 credits</td>
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<td></td>
<td>Introduction to Culture and Creativity Management</td>
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<td>Introduction to Retail</td>
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<td>Introduction to Tourism</td>
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<td>Managing Service Organisations, 7.5 credits</td>
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<td></td>
<td>Theory of Science, 7.5 credits</td>
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<td>Semester 2</td>
<td>Service Development, Innovation and Entrepreneurship within Cultural, Creative and Non-profit Sectors, 15 credits</td>
<td>Service Logistics, 7.5 credits</td>
<td>Service Logistics, 7.5 credits</td>
<td>Organising Sustainability, 7.5 credits</td>
<td>Destination Development and Marketing, 15 credits</td>
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<td>Service Retail Marketing: A Sociocultural Perspective, 7.5 credits</td>
<td>Service Logistics, 7.5 credits</td>
<td>Logistics and Supply Chains, 7.5 credits</td>
<td>Assessment of Environmental Impact, 7.5 credits</td>
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<td>Semester 3</td>
<td>Elective course/s, 15 credits</td>
<td>Retail and Place Development, 15 credits</td>
<td>Transport Systems: Intermodality and Traceability, 15 credits</td>
<td>Sustainable Consumption, 7.5 credits</td>
<td>Value Creation and Innovation in Tourism, 15 credits</td>
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<td>Management, Organisation and Control within Cultural, Creative and Non-profit Sectors, 15 credits</td>
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<td>Gender Equality and Service Organisations, 7.5 credits</td>
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<td>Semester 4</td>
<td>Service Management: Master’s (120 credits) Degree Project, 30 credits</td>
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All courses are in the second cycle.

All courses, apart from the specialisation courses in Supply Chain Management and the elective courses, are within the main field of study.