



LUND
UNIVERSITY

SMMN10, Service Management: Theory of Science and Methodology in Service Management, 15,0 credits

Service Management: Theory of Science and Methodology in Service
Management, 15.0 högskolepoäng
Second Cycle/Avancerad nivå

1. Confirmation

The course syllabus is a tentative version and was last revised on 2013-02-08 by the board of the Department of Service Management and to be valid from 2013-02-08.

Field of education:: Social science 100%

Department: Department of Service Management

2. General Information

The course is offered during the second term within the Master of Science Programme (120 credits) in Service Management. The course is to be directed towards the student's specialisation within the programme.

Main field of studies
Service Management

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

3. Outcomes

On completion of the course, the student shall

- demonstrate a theoretical and practical understanding of traditional and contemporary critical perspectives in the social sciences
- be able to efficiently apply critical perspectives to tourism and hospitality, logistics and retail research and the tourism and hospitality, logistics and retail sectors
- be able to critically assess scientific research articles and other texts (e.g. public policies or corporate strategies), primarily within the field of tourism and hospitality, logistics and retail

- be able to critically assess, managerial and non-managerial practices within the field of tourism and hospitality, logistics or retail (internship)

4. Course content

The general purpose is that the student at the end of the course will have gained a theoretical and practical knowledge about the nature and practice of a critical approach to tourism and hospitality, logistics and retail research. The student should be able to understand how tourism and hospitality, logistics and retail research can be analyzed from various critical perspectives.

The course is divided into modules and includes an internship. Examples of modules are:

- Introduction to critique in the social sciences

This module is an introduction to traditional and contemporary critical perspectives in the social sciences.

- Macro-critical perspectives

Focusing on, for example mobility and ecology, this module features critical perspectives of particular relevance for macro-level studies in tourism and hospitality, logistics and retail.

- Meso-critical perspectives

Focusing on, for example critical management studies, this module features critical perspectives of particular relevance for meso-level studies (e.g., studies of companies, nonprofit or public organizations) in tourism and hospitality, logistics and retail.

- Micro-critical perspectives

Focusing on, for example ethics, this module features critical perspectives of particular relevance for micro-level studies (e.g., studies of groups or individuals) in tourism and hospitality, logistics and retail.

- Internship: The course includes a mandatory part-time internship. The internship can be conducted in parallel with or directly after the other modules.

5. Assessment

Teaching consists of lectures, interactive seminars, workshops and an internship.

The examination is of both oral and written nature, and continuous throughout the course. In more detail the examination is divided into an internship report (pass/fail), discussion at specific seminars (pass/fail), an individual intermediary home exam and a final individual home exam (both following the A-F scale).

Examinations are scheduled during the academic year only. Two opportunities for re-examination are offered after the end of the course. The student has the right to participate in examinations during the following terms, but in accordance with the course regulations that apply at the time.

6. Grading scale

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

The highest grade is A and the lowest passing grade is E. 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 of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

The internship report is exempted from the grading scale above. The grade awarded for the internship report is Pass or Fail. For the grade of Pass the student must show acceptable results.

7. Entry requirements

To be eligible for the course the student must have at least 30 credits, including 15 credits in research method and/or theory of science, within the Master of Science Programme in Service Management.

8. Required reading

See appendix.

9. Additional information

Teaching languages: English.

Reading list for Service Management: Theory of science and methodology in service management, 15 credits (SMMN10)

The reading list was approved by the Board of the Department of Service Management 27 October 2011, revised 8 february 2013.

The literature list is valid from 8 February 2013.

Alvesson, Mats & Sköldböck, Kaj. (2009). *Reflexive methodology: New vistas for qualitative research*. 2. ed. Los Angeles: Sage. [350 pp. ISBN 1848601123 (pbk)]

Smith, Mark J. (1998). *Social science in question*. London: Sage. [364 pp. ISBN 0761960406]

Surber, Jere Paul. (1998). *Culture and critique: An introduction to the critical discourses of cultural studies*. Boulder (Co): Westview. [294 pp. ISBN 0813320461]

Scientific articles on methodology, ethics, gender, culture and ethnicity, post colonialism, or management with a critical focus on: tourism and hospitality; retail businesses and activities; logistics.

About 320 pages.

In addition to this:

- For students who follow the Master of Science Programme (120 credits) in Service Management specialized in tourism and hospitality:

Otis, Eileen M. (2012). *Markets and Bodies: Women, Service Work, and the Making of Inequality in China*. Stanford (CA): Stanford University Press. [232 pp. ISBN 9780804776493]

- For students who follow the Master of Science Programme (120 credits) in Service Management specialized in retail

Williams, Christine L. (2006). *Inside Toyland: Working, Shopping, and Social Inequality*. Berkeley (CA): University of California Press. [255 pp. ISBN ISBN 0520247167]

- For students who follow the Master of Science Programme (120 credits) in Service Management specialized in logistics

Levinson, Marc (2008). *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger* (with a new preface by the author). Princeton (NJ): Princeton University Press. [376 pp. ISBN ISBN 9780691136400]

- For any other student, any of the following three books

Levinson, Marc (2008). *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger* (with a new preface by the author). Princeton (NJ): Princeton University Press. [376 pp. ISBN ISBN 9780691136400]

Otis, Eileen M. (2012). *Markets and Bodies: Women, Service Work, and the Making of Inequality in China*. Stanford (CA): Stanford University Press. [232 pp. ISBN 9780804776493]

Williams, Christine L. (2006). *Inside Toyland: Working, Shopping, and Social Inequality*. Berkeley (CA): University of California Press. [255 pp. ISBN ISBN 0520247167]

Total: from 1560 to 1704, depending on the mater's specialization