Programme overview
The Master’s Programme in Service Management is a unique programme for those seeking to study industry relevant service management and leadership at an advanced level. The programme combines in-depth subject knowledge of the services sectors, a cutting edge research environment, and up-to-date professional applications. When applying to the Master’s Programme in Service Management you choose one of three different specialisations: Supply Chain Management, Retail or Tourism. We have a mix of students from all around the world.

Features of the programme:
The rapid development in retail, including global challenges and new ways of conducting sales, require more qualified staff. You study and analyse phenomena and situations such as organisation theory, customer relations, sustainability and place development. You will gain deeper knowledge in retail marketing, store planning, CSR, sustainability, supply chain management, and customer relationship management.

Programme modules/courses
COURSES AND NUMBER OF CREDITS: Theory of Science and Social Sciences Theories for Service Studies (15), Managing Service Organisations (15), Methods in Social Sciences (15), Service Logistics in Retail (7.5), Marketing and Branding in Retail (7.5), Sustainability in Service Organisations (15), Internationalisation and Place Development in the Retail Sector (15), Master’s Thesis (30).

Career prospects
A Master’s in Service Management, Retail, is a good starting point for those seeking a career in developing and organising new business ideas and concepts within retail. Graduates will be able to work as managers, analysts, consultants or researchers in the retail industry or in other parts of the service sector.

Entry requirements and how to apply
ENTRY REQUIREMENTS
The student must have a Bachelor’s degree amounting to 180 ECTS credits or the equivalent, of which at least 60 ECTS credits must be within the area of social sciences, service management, business administration, or the equivalent. English 6/English Course B. See www.lunduniversity.lu.se for details.

“Here I have the chance to develop my education and get a thorough knowledge of the retail industry. The challenges on the programme are many and it’s an excellent preparation for when we take the next step in our career choices.”
Torá Björg Briem
HOW TO APPLY
1. Apply online: Go to www.lunduniversity.lu.se/service-management-retail. Click on “Apply” and follow the instructions for the online application at the Swedish national application website www.universityadmissions.se. Rank the chosen programmes in order of preference.
2. Submit your supporting documents:
   - General supporting documents: Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at www.universityadmissions.se.
   - Programme-specific supporting documents: When applying for the MSc in Service Management, Retail, you also need to submit a statement of purpose with your application.
3. Pay the application fee (when applicable).

SELECTION CRITERIA/ADDITIONAL INFO
1. Grades on thesis in the BA’s degree
2. Grades on additional courses in the BA’s degree
3. Statement of purpose

TUITION FEES
There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens the tuition fee for this programme is SEK 100 000 per year. For details on tuition fees, see www.lunduniversity.lu.se

About Lund University
Lund University was founded in 1666 and is repeatedly ranked among the world’s top 100 universities. The University has 42 000 students and more than 7 680 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is Sweden’s most attractive study destination. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a clear international profile, with partner universities in over 70 countries.

Learn more at www.lunduniversity.lu.se
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