Programme overview
The rapid development in retail, including global challenges and new ways of conducting sales, requires 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.

Features of the programme:
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Programme modules/courses
COURSES AND NUMBER OF CREDITS: Service Management: Theory – Development and Traditions (15), Managing Service Organisations (15), Methods in Social Sciences (15), Service Logistics in Retail (7.5), Retail Marketing: A Socio-Cultural Perspective (7.5), Service Studies Perspectives on Sustainability, (15), Retail and Place Development (15), Master’s Thesis (30).

Career prospects
A Master’s in Service Management, Retail, is a good starting point for those seeking a career where they develop and organise 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 Level 6 (equivalent to IELTS 6.5, TOEFL 90). See www.lunduniversity.lu.se for details.

“What I liked the most about the programme in Service Management is that students have the freedom to choose what they want to prioritise and what is important for them. What I also liked, is that the programme is innovative, and combines academia with insights from the industry. Moreover, we were able to understand and learn new things from various perspectives.”
Petru Bogdan, from Romania
HOW TO APPLY
1. Apply online: Go to www.lunduniversity.lu.se/sm-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 Bachelor’s degree
2. Grades on additional courses in the Bachelor’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 the Department of Service Management and Service Studies
The Department Of Service Management and Service Studies is geographically situated in the city of Helsingborg in Sweden, a beautiful seaside city in the middle of the dynamic Malmö-Copenhagen region.

We are a successful and interdisciplinary department known for high quality education, research and collaboration. We generate new knowledge of what is today one of the pillars of the western world: service provision.

Our students are trained to manage and run companies within the retail, tourism and supply chain management sectors. Our research takes a broader, interdisciplinary perspective. On the one hand, we have a micro perspective in research at the agent level, i.e. how individual agents manage particular problems. On the other hand, we have a structural perspective, in which research takes a broader view of everything from infrastructure to environmental impact.

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 7,400 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 the most popular study location in Sweden. 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 distinct international profile, with partner universities in over 70 countries.

Learn more at www.lunduniversity.lu.se
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