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 tourism industry is one of the fastest growing industries. Committed individuals who can develop and lead service operations are in high demand. The specialisation in Tourism is aimed at those with career ambitions in the tourism industry, and who would like the entire world as their field of work. Tourism is studied from a multi-disciplinary perspective combining elements of management, marketing, social sciences and humanities. You will gain deeper knowledge of strategic management, planning, project management, and entrepreneurship.

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), Place and Destination Development (15), Sustainability in Service Organisations (15), Value Creating and Innovation in Tourism (15), Master’s Thesis (30).

Career prospects
After graduation you will be able to independently and strategically develop and lead service operations in the tourism industry. Graduates will be able to work as managers, analysts, consultants or researchers in the events, tourism, travel, transports and hotel industries.

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 on English proficiency levels.

“I greatly appreciate the big chunks of time devoted to self-studies that I may use for reading, doing problem research, and engage in the more elaborate projects that culminate a course.”
Natalia Godis, from Ukraine
HOW TO APPLY
1. Apply online: Go to www.lunduniversity.lu.se/service-management-tourism. Click on “Apply” and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website. 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, Tourism, 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 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 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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