

# MSc in Service Management, Culture and Creativity Management

LUND UNIVERSITY, SWEDEN

- Master of Science, major in Service Management
- 2 years, full-time, 120 ECTS credits
- Department of Service Management and Service Studies
- Campus Helsingborg
- Application deadline: January 2021
- Programme start: August 2021

## Programme overview

The Master's Programme in Service Management is a unique opportunity for those seeking a management programme at an advanced level with a strong link to research. The programme combines in-depth subject knowledge of the services sectors with an understanding of the specific organisational and managerial needs of service activities.

When applying to the Master's Programme in Service Management, you choose one of five different specialisations: Culture and Creativity Management, Retail, Supply Chain Management, Sustainable Service Management or Tourism. We have a mix of students from all around the world.

## Features of the programme:

More diversified demands on managers and professionals within the cultural, creative and non-profit sectors due to technical, economic and social changes call for qualified training in management and development of services, ventures and organisations. You will get a profound understanding of the specific conditions and production processes of the sectors. You will study and analyse theories and case studies from the sectors related to issues like governance, leadership, organising, entrepreneurship and service development.

## Programme modules/courses

### COURSES AND NUMBER OF CREDITS:

**Semester 1:** Introduction to Service Management (7.5 credits), Introduction to Culture and Creativity Management (7.5 credits), Managing Service Organisations (7.5 credits), Theory of Social Science (7.5 credits).

**Semester 2:** Methods in Social Sciences (15 credits), Service Development, Innovation and Entrepreneurship (15 credits).

**Semester 3:** Elective courses (15 credits), Management and Governance of Creative Enterprise (15 credits).

**Semester 4:** Master's Thesis (30 credits).

## Career prospects

A Master's in Service Management is for those who seek a career in or already work within the cultural, creative or non-profit sector and look to improve their entrepreneurial and managerial skills, or gain more profound knowledge of the specific governance and dynamics of these sectors. Graduates will be able to work as managers, analysts, consultants or researchers in the cultural, creative, non-profit sectors, 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, including at least 90 credits in social sciences, business administration, or the equivalent. Students with a Bachelor's degree amounting to 180 ECTS credits, including at least 90 credits in cultural sciences or the equivalent are also eligible. English Level 6 (equivalent to IELTS 6.5, TOEFL 90). See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on English proficiency levels.



“Lund University is a great university – I would highly recommend to come study here. I think the best thing about the programme is the diversity of the students and the teachers. It is an international group of people discussing relevant topics on culture, creativity and the arts. I think the seminar-based activities are great. You can interact with colleagues and also get your point of view heard.”

Albert Montañez from the USA and Colombia





#### HOW TO APPLY

- 1. Apply online:** Go to [www.lunduniversity.lu.se/sm-culture-creativity](http://www.lunduniversity.lu.se/sm-culture-creativity). Click on "Apply" and follow the instructions for the online application at the Swedish national application website [www.universityadmissions.se](http://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](http://www.universityadmissions.se).
  - **Programme-specific supporting documents:** When applying for the MSc in Service Management, Culture and Creativity Management, you must also submit a statement of purpose with your application.
- 3. Pay the application fee** (when applicable).

#### SELECTION CRITERIA/ADDITIONAL INFO

1. Grade 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 110 000 per year. See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on tuition fees.

### 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. We are a successful, interdisciplinary department known for its high-quality education, research and collaboration. We generate new knowledge with new perspectives on services and their impact on organisations and businesses of today. Our students are trained to manage and run companies drawing on their understanding of service management and its applications within retail, tourism, supply chain management, culture and creativity, or sustainability.

Our research is diverse and multidisciplinary. We have both a micro perspective in research at an agent level and a structural perspective in which research takes a broader view, 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 40 000 students and more than 8 000 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

The University offers one of the broadest ranges of degree programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. Because of its wide disciplinary range, interdisciplinary collaborations and engagement with wider society, Lund University is particularly well equipped to meet complex societal challenges. With partner universities in around 70 countries, the University's profile is distinctly international.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

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#### CONTACT

##### Programme webpage

[www.lunduniversity.lu.se/sm-culture-creativity](http://www.lunduniversity.lu.se/sm-culture-creativity)

##### Study guidance

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##### Programme Coordinator

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