

- 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:

The rapid development in retail, including global challenges and new ways of conducting sales, requires more qualified staff. You will get a profound understanding of the specific conditions and future challenges of retail. You will study, analyse and gain deeper knowledge in marketing in a retail context, supply chain management and strategic issues in retail and place development.

## Programme modules/courses

### COURSES AND NUMBER OF CREDITS:

**Semester 1:** Introduction to Service Management (7.5 credits), Introduction to Retail (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 Logistics (7.5 credits) Retail Marketing: Theoretical Perspective and Concepts (7.5 credits).

**Semester 3:** Elective courses (15 credits), Retail and Place Development (15 credits).

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

## Career prospects

A Master's in Service Management is for those seeking a career where they develop, manage 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 90 ECTS credits must be within the area of social sciences, business administration, or the equivalent. 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.



“I think the best thing about my programme is the research skills I have been endowed with and the opportunity to collaborate with and learn from culturally different people. I now feel more competent to work anywhere. My teachers have excellent explanatory skills! Also, the teaching style encourages me to learn new things by myself, reflect on readings and share my ideas with colleagues during seminars. I find this beautiful.”

Jared Offei Lartey from Ghana





#### HOW TO APPLY

- 1. Apply online:** Go to [www.lunduniversity.lu.se/sm-retail](http://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](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, Retail, 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-retail](http://www.lunduniversity.lu.se/sm-retail)

##### Study guidance

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