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 specialisations: Culture and Creativity Management, Supply Chain Management, Sustainable Service Management, Retail Management or Tourism. We have a mix of students from all around the world.

Features of the programme:
With an increased focus on sustainability issues in service organisations along with efforts to develop more sustainable business practices, there is a need for staff with specialised sustainability competence. You will study, analyse and discuss sustainability issues and theories with a particular focus on services and service organisations. You will gain an understanding of theories of sustainable consumption, sustainable business models and environmental governance and policy, you develop the skills needed to assess the environmental impact of service activities, and learn to identify, analyse, assess, and communicate the different aspects with regard to sustainability of service activities in a societal context.

Programme modules/courses
COURSES AND NUMBER OF CREDITS:
Semester 1: Introduction to Service Management (7.5 credits), Introduction to Sustainability (7.5 credits), Managing Service Organisations (7.5 credits), Theory of Social Science (7.5 credits).
Semester 2: Methods in Social Sciences (15 credits), Organising Sustainability (7.5 credits), Assessment of Environmental Impact (7.5 credits).
Semester 3: Elective courses (15 credits), Sustainable Consumption (7.5 credits), Social Sustainability (7.5 credits).
Semester 4: Master’s Thesis (30 credits).

Career prospects
A Master’s in Service Management is for those seeking a career working with sustainability issues within service organisations. The job market is global and can involve positions within both private and public sectors and in operative as well as consulting positions. Graduates can work as compliance officers, social and environmental sustainability managers, sustainability communicators, or green marketers.

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 for details on English proficiency levels.

HOW TO APPLY
1. Apply online: Go to www.lunduniversity.lu.se/sm-sustainable. Click on “Apply” and follow the instructions for the online application at the Swedish national
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, Sustainable Service 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 the 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 for details on tuition fees.