

- 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 tourism industry is experiencing major changes and challenges. Committed individuals, who can develop, lead and transform service operations are needed more than ever. The specialisation in Tourism is aimed at those with career ambitions in the tourism industry with the entire world as their field of work. Tourism is studied from a multidisciplinary perspective combining elements of management, marketing, social sciences and humanities. You will gain deeper knowledge of destination development and marketing, value creation and innovation within tourism as well as project management.

Programme modules/courses

COURSES AND NUMBER OF CREDITS:

Semester 1: Introduction to Service Management (7.5 credits), Introduction to Tourism (7.5 credits), Managing Service Organisations (7.5 credits), Theory of Social Science (7.5 credits).

Semester 2: Methods in Social Sciences (15 credits), Destination Development and Marketing (15 credits).

Semester 3: Elective courses (15 credits), Value Creation and Innovation in Tourism (15 credits).

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

Career prospects

After graduation, you will be able to independently and strategically develop and manage service operations in the tourism industry. Graduates will be able to work as managers, analysts, consultants or researchers in the events, tourism, travel, transport 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 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-tourism. Click on "Apply" and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website.



"The programme challenged my thinking patterns, yet also substantiated some philosophies – such as leadership – I deeply believe in. I learned to source information from several aspects and recognise the impact that business decisions and practices have beyond profits."

Enni Viuhkonen from Finland





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 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 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

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CONTACT

Programme webpage

www.lunduniversity.lu.se/sm-tourism

Study guidance

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