

- Master of Science with a major in Service Management
- 2 years, full-time, 120 ECTS credits
- Department of Service Studies
- Campus Helsingborg
- Application deadline: January 2025
- Programme start: August 2025

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 service 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, Retailing & Consumption, 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), Organisation and Management in a Service Context (7.5 credits), Theory of Social Sciences (7.5 credits).

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

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

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

CAREER PROSPECTS

This Master's programme 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.



“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. 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, 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

Tuition fee SEK 125 000 per year for non-EU/EEA citizens. No fee for EU/EEA citizens. See www.lunduniversity.lu.se for details on tuition fees.

ABOUT THE DEPARTMENT OF SERVICE STUDIES

The Department of Service Studies is a successful unit for education and research within service organisations. We offer management education with a cutting edge competence in retail, health, logistics, supply chain management, sustainability, culture and creativity, tourism and hotels. Our courses are developed in collaboration with leading industry companies and organisations.

We are a department of internationally competitive and high-quality research in service studies. The department's teachers, professors and doctoral students contribute with research expertise from more than ten subject disciplines.

We are geographically situated at the dynamic Campus Helsingborg.

CONTACT

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Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 47 000 students and 8 800 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Learn more at www.lunduniversity.lu.se



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