



**LUND**  
UNIVERSITY

# MSc in Service Management, Sustainable Service Management

LUND UNIVERSITY | SWEDEN

- 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 specialisations: Culture and Creativity Management, Supply Chain Management, Sustainable Service Management, Retailing & Consumption 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), Introduction to Sustainability (7.5), Organization and Management in a Service Context (7.5), Theory of Social Sciences (7.5)

**Semester 2:** Methods in Social Sciences (15), Organising Sustainability (7.5), Assessment of Environmental Impact (7.5)

**Semester 3:** Elective course(s) (15), Social Sustainability (7.5), Sustainable Consumption (7.5)

**Semester 4:** Master's thesis (30).

## CAREER PROSPECTS

This Master's programme 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. See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on English proficiency levels.

### How to apply

1. **Apply online:** Go to [www.lunduniversity.lu.se/sm-sustainable](http://www.lunduniversity.lu.se/sm-sustainable). Click on "Apply" and follow the instructions for the online application at [www.universityadmissions.se](http://www.universityadmissions.se), the Swedish national application website. Rank the chosen programmes in order of preference.



**“The Swedish teaching style focuses on freedom and responsibility. The answer is not just given so you have to work hard to find a solution that leads you to the right answer. Although this is probably very different from the way you've been previously taught, there is a way to make sure you succeed, so don't worry.”**

Yujin from South Korea





## 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, 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 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](http://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

Programme webpage:

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

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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](http://www.lunduniversity.lu.se)



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