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 study and analyse phenomena and situations such as organisation theory, customer relations, sustainability and place development. You will gain deeper knowledge in retail marketing, store planning, CSR, sustainability, supply chain management and customer relationship management.

Programme modules/courses
COURSES AND NUMBER OF CREDITS: Introduction to Service Management (7.5), Introduction to Retail Studies (7.5), Managing Service Organisations (7.5), Philosophy of Science (7.5), Methods in Social Sciences (15), Service Logistics in Retail (7.5), Retail Marketing (7.5), elective course(s), (15), Retail and Place Development (15), Master’s thesis (30).

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 for details on English proficiency levels.

“What I liked the most about the programme in Service Management is that students have the freedom to choose what they want to prioritise and what is important for them. What I also liked is that the programme is innovative, and combines academia with insights from the industry. Moreover, we were able to understand and learn new things from various perspectives.”

Petru Bogdan from Romania
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 100 000 per year. See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on tuition fees.

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**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 7,400 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is the most popular study location in Sweden. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a distinct international profile, with partner universities in over 70 countries.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)
Ask questions and follow news at [facebook.com/lunduniversity](http://facebook.com/lunduniversity)