

- 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 2024
- Programme start: August 2024

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 and Consumption, Supply Chain Management, Sustainable Service Management or Tourism. We have a mix of students from all around the world.

Features of the programme

The retail sector is undergoing broad transformations because of digitalization and an increasing need to work towards sustainability. With the Retailing and Consumption specialisation you will get a profound understanding of the specific conditions and challenges of retailing in a digitalized society and a deeper understanding of contemporary consumer culture.

PROGRAMME MODULES/COURSES

Courses and Number of credits

Semester 1: Introduction to Service Management (7.5 credits), Introduction to Retailing and Consumption (7.5 credits), Organization and Management in a Service Context (7.5 credits), Theory of Social Sciences (7.5 credits).

Semester 2: Methods in Social Sciences (15 credits), Digitalizing Stores (7.5 credits), Retail Development and Place (7.5 credits).

Semester 3: Elective course(s), (15 credits) Social Media Marketing (7.5 credits), Consumer Culture (7.5 credits)

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

CAREER PROSPECTS

This Master's programme 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. See www.lunduniversity.lu.se for details on English proficiency levels.

How to apply

- 1. Apply online:** Go to www.lunduniversity.lu.se/sm-retail. 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.



“I think the best thing about my programme is the research skills I have been endowed with and the opportunity to collaborate with and learn from culturally different people. I now feel more competent to work anywhere. My teachers have excellent explanatory skills! Also, the teaching style encourages me to learn new things by myself, reflect on readings and share my ideas with colleagues during seminars. I find this beautiful.”

Jared Offei Lartey from Ghana





- **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

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.

ABOUT LUND UNIVERSITY

Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 45 000 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.

CONTACT

Programme webpage:

www.lunduniversity.lu.se/sm-retail

Study Advisor:

Britta Persson

master@ses.lu.se

Programme Coordinator

Malin Zillinger

malin.zillinger@ses.lu.se

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Learn more at www.lunduniversity.lu.se



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