



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV11, Introduction to Service Management, 7.5 credits**

*Introduktion till service management, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2019-03-29 and was last revised on 2021-02-17. The revised syllabus applies from 2021-08-30, autumn semester 2021.

### **General Information**

The course is a compulsory component in the first semester and included in the Master's (120 credits) programme in Service Management (SASMA). The course is given for all specialisations.

*Language of instruction:* English

*Main field of studies*

Service Management

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

For a grade of Pass on the course, the student shall be able to

#### **Knowledge and understanding**

- demonstrate advanced knowledge of, and understand, key scientific perspectives, theories, concepts and models in the research area of service management

#### **Competence and skills**

- describe and problematise key theories, concepts and ideas in the research area of service management
- apply theories, ideas and models in the research area of service management, and

- demonstrate an academic approach and academic skills.

### **Judgement and approach**

- demonstrate a multifaceted and reflective approach to their own academic learning and writing, which is required to complete a Master's (120 credits) programme in a social sciences context.

### **Course content**

The aim of the course is to give an introduction to, and overview of, the research area of service management and its theoretical development and present status. The course covers key theories, ideas, concepts and models as well as critical perspectives on service management as a field of knowledge. The aim is also that the students should obtain a multifaceted understanding of the research area of service management.

### **Course design**

The teaching consists of lectures and seminars.

Participation in seminars and guest lectures is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who not could participate in teaching due to elected office duties as a student representative.

### **Assessment**

Assessment is through an individual written assignment.

Three opportunities for examination are offered for the written exams in conjunction with the course: a first examination and two re-examinations. At least two further re-examinations on the same course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered, but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### **Grades**

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed on the basis of the learning outcomes for the course. For the grade of E, the student has demonstrated acceptable results. For the grade of D, the student has demonstrated

satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade of A, the student has demonstrated excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

The individual written assignment is assessed according to the grading scale A-F.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

## **Entry requirements**

To be admitted to the course, the student must be admitted to the Master's (120 credits) programme in Service Management (SASMA).

Oral and written proficiency in English corresponding to English 6/B from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines.

## Subcourses in SMMV11, Introduction to Service Management

Applies from H21

2101 Individual written assignment, 7,5 hp  
Grading scale: Fail, E, D, C, B, A

Applies from H20

2001 Individual written assignment, 7,5 hp  
Grading scale: Fail, E, D, C, B, A