



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMX11, 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 Studies on 2023-03-01 to be valid from 2023-08-28, autumn semester 2023.

### **General Information**

The course is a compulsory course 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 Pass on the course, the students shall be able to:

#### **Knowledge and understanding**

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

#### **Competence and skills**

- describe and problematise service logic and other key theories, concepts and ideas in the research area of service management,
- demonstrate an academic approach and other academic skills. Been particularly important to show independence in examining assignments.

## Judgement and approach

- develop and demonstrate an understanding of critical approaches to theories in service management,
- show awareness of the importance of a critical approach and consequences for the development of the research domain service management.

## Course content

The aim of the course is to give an introduction to the research domain service management. The course gives an understanding of the theoretical development and present of the field. The course covers service logic and other central theories and ideas, key concepts and models as well as critical perspectives on service management as a field of knowledge. The aim is also that the students should gain a diverse understanding of service logic and other research area of service management.

## Course design

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, illness or similar will be offered the opportunity to compensate for or resit compulsory components. This also applies to students who not could participate in teaching due to elected office duties as a student representative.

## Assessment

Assessment of the course is based on the following:

- Individual written exam (6 credits)
- Seminar assignments (1.5 credits)

In connection with the course, three examination opportunities regarding the written examination are offered; a first examination, a re-sit close to the first examination and a second re-sit in the same year. 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 with reference to the learning outcomes of the course. For the grade of E, the student must show sufficient results. For the grade of D, the student must show satisfactory results. For the grade of C, the student must show good results. For the grade of B,

the student must show very good results. For the grade of A, the student must show excellent results. For the grade of fail, the student will have shown unacceptable results.

Module 2302 is an exception to the above grading scale. The grades awarded for this module are Pass or Fail. A grade of Pass for the whole course requires the student to obtain at least the grade of E on module code 2301 and the grade of Pass on module code 2302.

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

## **Further information**

This course replaces SMMV11 Introduction to Service Management, 7.5 credits, and may not be included in a degree together with this course.

## Subcourses in SMMX11, Introduction to Service Management

Applies from H23

- 2301 Individual Written Exam, 6,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2302 Assignments, 1,5 hp  
Grading scale: Fail, Pass