



Faculty of Social Sciences

**SASMA, Master of Science Programme in Service  
Management, 120 credits**  
*Masterprogram i Service Management, 120 högskolepoäng*

**Second cycle degree programme requiring previous university study / Program  
med akademiska förkunskapskrav och med slutlig examen på avancerad nivå**

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### Decision

The programme syllabus is established by Pro dean of the Faculty of Social Sciences 14-03-2019 (U 2019/127) and most recently amended by Faculty Board of Social Sciences 21-09-2023 (U 2023/608). The amended syllabus is valid from 21-09-2023, autumn semester 2024.

### Specialisations

Code	Swedish name	English name	Credits
CACM	Culture and Creativity Management	Culture and Creativity Management	120 credits
RECO	Retailing and Consumption	Retailing and Consumption	120 credits
SUCM	Supply Chain Management	Supply Chain Management	120 credits
SASM	Sustainable Service Management	Sustainable Service Management	120 credits
TURI	Tourism	Tourism	120 credits

### Programme description

The aim of the Master's programme in Service Management is to provide students with specialised knowledge and understanding of Service Management as a main field of study. On completion of the programme, the student will be able to develop and lead service activities in an autonomous and strategic manner. Knowledge of theories behind the growth of the service sector and its changes is combined with an in-depth understanding of the specific organisational and managerial needs of service

activities. The programme merges advanced subject knowledge with a broadened perspective and a connection to wider society. The students will develop their academic approach, which is fundamental for those who intend to pursue research studies, but also of great value for work involving consultancy, evaluation, intelligence, business development and entrepreneurship.

The programme is aimed at those who are looking for management training with a strong link to research. On completion of the programme, the student can work as a manager, consultant, analyst, policy officer or project manager. The programme of study also provides a good basis for developing and organising new business ideas and concepts. Students can apply for one of five specialisations: Culture and Creativity Management, Retailing and Consumption, Supply Chain Management, Sustainable Service Management or Tourism.

## Goals

Pursuant to the Higher Education Ordinance, for a degree of Master (120 credits and 60 credits respectively) the student shall:

### Knowledge and understanding

For a Degree of Master (120 credits) the student shall

- demonstrate knowledge and understanding in the field Service Management, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the field Service Management.

For a Degree of Master (60 credits) the student shall

- demonstrate knowledge and understanding in the field Service Management, including both an overview of the field and specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the field Service Management.

### Competence and skills

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work
- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and

- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

For a Degree of Master (60 credits) the student shall

- demonstrate the ability to integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues autonomously as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames
- demonstrate the ability in speech and writing to report clearly and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or employment in some other qualified capacity.

### **Judgement and approach**

For a Degree of Master (120 credits) the student shall

- demonstrate the ability to make assessments in the field Service Management informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

For a Degree of Master (60 credits) the student shall

- demonstrate the ability to make assessments in the field Service Management informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

*In addition to the outcomes stated in the Higher Education Ordinance, for a degree of Master of Science (120 credits or 60 credits) with a major in Service Management the student shall:*

- demonstrate knowledge of scientific communication, an independent ability to monitor the development of knowledge in their field of study and an ability to handle scholarly reference systems.

### **Course information**

*Additional information in appendix Course information SASMA 230921.*

### **Degree**

## Degree titles

Degree of Master of Science (60 credits)

Major: Service Management

*Filosofie magisterexamen*

*Huvudområde: Service management*

Degree of Master of Science (120 credits)

Major: Service Management

*Filosofie masterexamen*

*Huvudområde: Service management*

In order to be awarded a degree of Master (120 credits) within the programme of study, the student must have fulfilled the course requirements described above under "Course details" (or completed equivalent courses at another higher education institution).

It is also possible to obtain a degree of Master (60 credits) in Service Management after completing the following course requirements:

1. Introduction to Service Management, 7.5 credits
2. Introduction to the relevant specialisation, 7.5 credits (Culture and Creativity Management, Retailing and Consumption, Supply Chain Management, Sustainable Service Management or Tourism)
3. Organization and Management in a Service Context, 7.5 credits
4. Theory of Social Sciences, 7.5 credits
5. Methods in Social Sciences, 15 credits
6. Service management: Master's (60 credits) Degree Project, 15 credits

## Requirements and Selection method

### Requirements

To be eligible for the programme the applicant must have the equivalent of a Swedish Bachelor's degree with a major (i.e. at least 90 ECTS credits) within one of the following areas: Social Sciences, Business Administration or equivalent.

To be eligible for the specialization Culture and Creativity Management the equivalent of a Swedish Bachelor's degree with a major (i.e. at least 90 ECTS credits) in Cultural Sciences or equivalent is also sufficient.

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.

### Selection method

Based on the student's ability to complete the programme. Students are ranked on the basis of previous study results (grades on courses and the Bachelor's degree project) and a statement of purpose.

### Transition rules

When the programme syllabus was revised on 21 September 2023 (U 2023/608), the Retail specialisation was renamed Retailing and Consumption and given a new course

structure. Students admitted to the previous version of the programme syllabus are entitled to complete the programme in accordance with the previous version during the period up to and including 30 June 2026.

### **Other information**

The language of instruction and assessment is English.

The programme is offered at Campus Helsingborg.

## Appendix

### Course details, SASMA

	Culture and Creativity Management	Retailing and Consumption	Supply Chain Management	Sustainable Service Management	Tourism
Semester 1	Introduction to Service Management, 7.5 credits				
	Introduction to Culture and Creativity Management, 7.5 credits	Introduction to Retailing and Consumption, 7.5 credits	Introduction to Supply Chain Management, 7.5 credits	Introduction to Sustainability, 7.5 credits	Introduction to Tourism, 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				
	Service Development and Entrepreneurship, 15 credits	Digitalizing Stores, 7.5 credits	Service Logistics, 7.5 credits	Organising Sustainability, 7.5 credits	Destination Development and Marketing, 15 credits
		Retail Development and Place, 7.5 credits	Sustainable Supply Chain Management, 7.5 credits	Assessment of Environmental Impact, 7.5 credits	
Semester 3	Elective course/s, 15 credits				
	Management and Governance of Creative Enterprises, 15 credits	Social Media Marketing, 7.5 credits	Transport Systems Management, 7.5 credits	Social Sustainability, 7.5 credits	Value Creation and Innovation in Tourism, 15 credits
		Consumer Culture, 7.5 credits	Digitalization and E-commerce in Supply Chains, 7.5 hp	Sustainable Consumption, 7.5 credits	
Semester 4	Service Management: Master's (120 credits) Degree Project, 30 credits				

All courses are in the second cycle.

All courses, apart from the specialisation courses in Supply Chain Management and the elective courses, are within the main field of study