



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMP33, Internationalisation and Place Development in the Retail Sector, 15 credits**

*Retailbranschens internationalisering och platsutveckling, 15 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 2014-06-10 to be valid from 2014-08-01, autumn semester 2014.

### **General Information**

The course is part of semester 3 of the Master's programme in Service Management and may not be included in a main field of study. .

*Language of instruction:* English

### **Learning outcomes**

On completion of the course, the student shall demonstrate

- specialised knowledge and understanding of different theoretical perspectives of place development and how they are related to general traditions within the theory of science,
- the ability to analyse an urban retail environment from different theoretical and/or practical perspectives,
- critically analyse strategies of place development of relevance to the retail sector and demonstrate understanding of how places are affected by general development in society,
- the ability to independently summarise and analyse advanced texts within a delimited field.

### **Course content**

The aim of the course is to enable students to develop specialised knowledge of relevance to strategic work within retail and place development.

The course consists of the following components:

Retail localisation and patterns of change (7 credits)

Critical perspectives on retail and place development. This component includes a field trip and a place analysis of relevance to the retail sector (8 credits).

## Course design

The teaching consists of lectures, seminars and field trips.

Attendance at field trips is compulsory unless special circumstances apply. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

## Assessment

The assessment is based on written assignments.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations.

Within a year of the end of the course, two further re-examinations on the same course content are offered.

After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

*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 grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. 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 acceptable 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 must have shown unacceptable results.

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, students must have passed 30 credits in the Master's programme in Service Management (SASMA).

## Subcourses in SMMP33, Internationalisation and Place Development in the Retail Sector

Applies from H14

- 1401 Paper, 7,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1402 Written Report, 2,0 hp  
Grading scale: Fail, Pass
- 1403 Project Work, 6,0 hp  
Grading scale: Fail, E, D, C, B, A