



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV13, Introduction to Retail, 7.5 credits**

*Introduktion till retail, 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 to be valid from 2019-08-01, autumn semester 2019.

### **General Information**

The course is included in the first semester of the Master of Science (120 credits) programme in Service Management and is the first course specific to the specialisation in Retail.

*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 knowledge and understanding of different socio-cultural perspectives on retail
- how retail is interwoven with social, cultural, technical and economic dimensions of society and what this may entail for the development of retail practices

### **Competence and skills**

- account for and discuss basic perspectives and concepts within socio-cultural retail research
- identify, analyse and communicate challenges and development opportunities within retail from socio-cultural perspectives
- develop and write independent arguments concerning the value of a socio-cultural perspective on retail

### **Judgement and approach**

- make critical and independent assessments by referring to and take a position on theories and arguments within socio-cultural research on retail

### **Course content**

The course consists of three parts that deal with and problematise retail from different socio-cultural perspectives.

In the **first part**, retail as service work is introduced and problematised.

The **second part** addresses and problematises retail from spatial perspectives.

The **third part** introduces perspectives and concepts that are used to problematise shopping as a phenomenon.

### **Course design**

The teaching consists of lectures, seminars and supervision.

Unless there are valid reasons to the contrary, compulsory participation is required in seminars. 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 have been absent because of duties as an elected student representative.

### **Assessment**

The assessment is made up of four separate components: All four assessed component consist of individual written assignments (1.5 credits + 1.5 credits + 1.5 credits + 3 credits).

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation 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 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 A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Module codes 1901, 1902 and 1903 are exempted from the grading scale above. The grades awarded for these module codes are Pass or Fail.

For the grade of Pass on the whole course, the student must have been awarded at least the grade of E for module code 1904 and a grade of Pass for module codes 1901, 1902 and 1903.

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 of Science (120 credits) programme in Service Management (SASMA), 120 credits.

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 SMMV13, Introduction to Retail

Applies from H19

- 1901 , 1,5 hp  
Grading scale: Fail, Pass
- 1902 , 1,5 hp  
Grading scale: Fail, Pass
- 1903 , 1,5 hp  
Grading scale: Fail, Pass
- 1904 , 3,0 hp  
Grading scale: Fail, E, D, C, B, A