



LUND
UNIVERSITY

Faculty of Social Sciences

SMMV22, Service Development and Entrepreneurship, 15 credits

Tjänsteutveckling och entreprenörskap, 15 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2019-09-11 to be valid from 2020-01-01, spring semester 2020.

General Information

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

Language of instruction: English

Main field of studies

Service Management

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a Pass on the course, the students shall be able to

Knowledge and understanding

- define and discuss key concepts related to service development and entrepreneurship within cultural, creative and nonprofit activities,
- account for and compare different theoretical perspectives used in studies of relations and challenges in cultural, creative and nonprofit activities at the levels of actors, organisations and markets, and,
- identify and analyse service development, entrepreneurship, and production and consumption patterns from different theoretical perspectives at the levels of actors, organisations and markets.

Competence and skills

- be able to identify similarities and differences between general service management theories and theories that concern service development and entrepreneurship related to cultural, creative and nonprofit activities at the levels of actors, organisations and markets, and
- identify challenges in cultural, creative and nonprofit activities related to service development, entrepreneurship and production and consumption patterns (at the level of markets) and suggest solutions informed by relevant scholarly, societal and ethical positions.

Judgement and approach

- critically, independently and informed by relevant scholarly, societal and ethical positions, assess different theoretical perspectives and models regarding the ability to explain and suggest solutions to activity related challenges for cultural, creative and nonprofit actors, organisations and markets.

Course content

The key topics of the course are service development and entrepreneurship in cultural, creative and nonprofit activities. The course develops concepts and scholarly perspectives that have been introduced on the introductory course of the specialisation. The course defines key concepts such as service development and entrepreneurship, and highlights how these are manifested at the levels of actors, organisations and markets in the field.

The course includes three components of 5 credits each:

Component 1 introduces different theoretical perspectives on service development and entrepreneurship in cultural, creative and nonprofit activities.

In component 2, the students analyse different cases in groups. Each group draws up a proposal for a solution to a case that is presented and discussed at seminars.

Component 3 is based on the knowledge the student obtained during the two first components of the course. The student reflects on the knowledge acquired with regard to prospects of work in cultural, creative or NGO activities.

Course design

The teaching consists of lectures, seminars and study visits.

Participation in seminars and study visits is compulsory. 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

Component 1 is assessed through an individual take-home exam (5 credits), component 2 through case solutions presented in speech and writing in groups (5 credits), and component 3 through an individual written assignment (5 credits).

Three opportunities for examination are offered in conjunction with the course: a first examination, a re-sit close to the first examination and a second re-sit in the same year. 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 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.

The assessment of component 1 (5 credits), component 2 (5 credits) and component 3 (5 credits) is individual and applies the grades Fail, E, D, C, B or A, where E is the lowest grade for a Pass and A the highest. The grades for the different components are calculated according to the following scale: Fail corresponds to 0 point, E corresponds to 1 point, D corresponds to 2 points, C corresponds to 3 credits, B corresponds to 4 points and A corresponds to 5 points. The final grade for the course is determined by the formula (points for component 1 + points for component 2 + points for component 3)/3. Decimals up to .49 are rounded down and decimals from .50 are rounded up.

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 and semester 2, students must have passed 15 credits of the Master of Science (120 credits) programme in Service Management.

Subcourses in SMMV22, Service Development and Entrepreneurship

Applies from V20

- 2001 Individual home exam, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 2002 Case, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 2003 Individual written assignment, 5,0 hp
Grading scale: Fail, E, D, C, B, A