



LUND
UNIVERSITY

Faculty of Social Sciences

SMMX22, 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 2020-09-16 to be valid from 2021-01-18, spring semester 2021.

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 grade of Pass on the course, the student 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 conditions 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

- 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.

Component 1 (7 credits) introduces different theoretical perspectives on service development and entrepreneurship in cultural, creative and nonprofit activities.

In component 2 (5 credits), the students, working in groups, analyse different case studies of activities. Each group develops a proposal for solutions to the selected activity's specific challenges. This proposal is presented and discussed at seminars.

Component 3 (3 credits) is based on the knowledge the student received during the two first components of the course. The student reflects on the knowledge acquired with regard to a future perspective on work in cultural, creative or nonprofit activities.

Course design

The teaching consists of lectures, seminars and study visits.

Compulsory participation is required in seminars and study visits. 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 relating to elected office, e.g as a student representative.

Assessment

Assessment of components is through the following: component 1 – an individual take-home exam (7 credits); component 2 – a group presentation, orally and in writing, of a field study report (5 credits); component 3 – writing an individual written assignment (3 credits).

Three opportunities for examination are offered in conjunction with the course: A first examination and two re-examinations. 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 on the basis of the learning outcomes for the course. For the grade of E, the student has demonstrated acceptable results. For the grade of D, the student has demonstrated satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade of A, the student has demonstrated excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

The assessment of component 1 (7 credits), component 2 (5 credits) and component 3 (3 credits) is individual and applies the grades Fail, E, D, C, B or A, where E is the lowest pass grade and A the highest. The grades for the different components are calculated according to the following scale: Fail corresponds to 0 points, E corresponds to 1 point, D corresponds to 2 points, C corresponds to 3 points, B corresponds to 4 points and A corresponds to 5 points.

The grade for the whole course is awarded in accordance with the formula: $7/15 \times$ number of points for component 1 (2101) + $5/15 \times$ number of points for component 2 (2102) + $3/15 \times$ number of points for component 3 (2003). Up to 49 points, the total number of points is rounded down and over 50 it is 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, students must have earned 15 credits in the Master's (120 credits) Programme in Service Management prior to the second semester of the programme.

Subcourses in SMMX22, Service Development and Entrepreneurship

Applies from V21

- 2101 Individual home exam, 7,0 hp
Grading scale: Fail, E, D, C, B, A
- 2102 Case study report, 5,0 hp
Grading scale: Fail, E, D, C, B, A
- 2103 Individual written assignment, 3,0 hp
Grading scale: Fail, E, D, C, B, A