



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMM20, Service Management: Master's (Two Years) Thesis, 30 credits**

*Service Management: Examensarbete för masterexamen, 30  
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 2014-11-11 to be valid from 2015-01-01, spring semester 2015.

### **General Information**

The course is part of semester 4 of the Master's programme in Service Management

*Language of instruction:* English

*Main field of studies*

Service Management

*Depth of study relative to the degree requirements*

A2E, Second cycle, contains degree project for MA/MSc (120 credits)

### **Learning outcomes**

On completion of the course, the student shall demonstrate

#### **Knowledge and understanding**

- advanced knowledge and understanding of Service Management as an academic discipline, including both an overview of the field and a considerable degree of specialised knowledge in chosen areas expressed in the use of current and relevant research,
- specialised methodological knowledge in Service Management, and
- an understanding of how the chosen area of research applies to relevant business and labour market developments.

### **Competence and skills**

- the ability to integrate critically and systematically knowledge and information from different sources and analyse, assess and deal with complex phenomena, issues and situations,
- the ability to identify and formulate research problems critically, autonomously and creatively as well as to plan and – using appropriate methods – undertake advanced research tasks within defined time frames, and so contribute to the formation of knowledge as well as the ability to evaluate this work,
- the ability to report orally and in writing concisely and discuss the students conclusions and the knowledge and arguments on which they are based in dialogue with audiences,
- the ability to use orally and in writing generic critical and reflexive skills, and knowledge about scientific channels of communication, and be able to monitor the academic development within Service Management and employ appropriate and correct referencing systems.

### **Judgement and approach**

- the ability to make assessments in Service Management informed by relevant scientific, social, environmental and ethical issues, and
- an awareness of ethical aspects of research and the role of research in relation to relevant businesses and labour markets.

### **Course content**

The student produces an individual independent work (thesis) on a clearly defined research problem within Service Management. The work shall be based on relevant and current research in the field of study and fulfill demands on advanced theoretical and methodological insights.

### **Course design**

Teaching consists of individual tutorial guidance and a final mandatory seminar where students present and defend their theses.

A supervisor is appointed to each student before the start of the course. The period of supervision is limited to the semester in which the student is first registered on the course. Exceptions can be made on special grounds.

A full-text version of the thesis is also to be published online in LUP Student Papers, unless there are valid reasons to the contrary.

### **Assessment**

The assessment is primarily based on the quality of the thesis, but also defending your own thesis and opposing others are effecting the grade.

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*

1101 Service Management: Master's (Two Years) Thesis, 30,0 hp Grading scale: Fail, E, D, C, B, A

## **Grades**

Marking scale: Fail, E, D, C, B, A.

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 at least 60 credits, including 30 credits in research method and/or theory of science in the Master's programme in Service Management (SASMA), 120 credits.