



**LUND**  
UNIVERSITY

## **SMMN30, Retail and Organization, 15,0 credits**

Retail och organisation, 15.0 högskolepoäng

*Second Cycle/Avancerad nivå*

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### **1. Confirmation**

The course syllabus was confirmed.

*Field of education::* Social science 100%

*Department:* Department of Service Management

### **2. General Information**

*Main field of studies Specialization*

- A1N, Second cycle only has course/s for first-cycle studies as entry requirements

### **3. Outcomes**

On completion of the course, the student shall

- demonstrate an advanced knowledge about both leading and alternative organisational theory-related perspectives and schools,
- demonstrate a very good familiarity with central organisational concepts such as culture, structure, leadership, management and power and an ability to critically reflect on these in relation to the retailers,
- demonstrate good skills to analyse and identify factors in organisation and leadership that has importance for the retailers identity creating,
- be able to explain the leader's ethical and moral approaches connected to the different interested parties of the retailers,
- be able to apply the most important legal rules within the framework of working life, health care and working environment on the retailers,

- demonstrate good skills in carrying out analysis independently and draw conclusions about an organisational problem area within the retail business and
- demonstrate good skills to communicate both spoken and written within the knowledge field of the course.

#### **4. Course content**

The course starts with an advanced study in the development of the organisational theory. This part focuses on both the basic view on organisation and leadership such as different approaches regarding the view on organisation and leadership related to the retailers. Here is included to create understanding of how changes in organisation and leadership influence and interact with value creating as it e g take expression in the value of the trademark of the retailers. These parts form the basis for problemizing and analysis of events in a retail case that is discussed both orally and in written form in seminars.

The student's training is to be able to join and communicate different theoretical perspectives and apply these parts to a larger integrated context based on a retail environment. The student should hereby obtain an advanced understanding and be able to relate to the retailers and its often multifaceted organisation. In a project work, a critical review and analysis of the organisation and its environment is carried out, in a future perspective with the entire possibilities and limitations that can arise of a retailer.

In parallel with the project work the student should reflect on his own development and preparation for the role as leader. The students write an individual paper where they integrate and critically examine, the theoretical contents of the course and apply this on their own personal strategy and vision, that essentially should be able to form the basis for their own retail leadership.

#### **5. Assessment**

The teaching is given as lectures, guest lectures, seminars, study visit and internship. Participation in guest lectures, seminars, internship and study visit is mandatory.

The course is examined through individual written and oral presentations, written assignments and an individual project work.

In connection with the course, three examination sessions being offered; one regular examination and two re-examination. Within a year after the course, at least two more opportunities for examination are offered on the same course content. After that, the student is offered further opportunities for examination in accordance with the course syllabus valid at the time.

#### **6. Grading scale**

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

The highest grade is A and the lowest grade for a pass is E. Students who fail receive the grade U.

The students performance is assessed based on the learning outcomes for the course. For a grade of E, the students performance shall be sufficient. For a grade of D, the students performance shall be satisfactory. For

a grade of C, the students performance shall be good. For a grade of B, the students performance shall be very good performance For a grade of A, the students performance shall be excellent. For a grade of U, the students performance shall have been insufficient.

At the start of the course, the students are informed of the learning outcomes in the syllabus and the grading scale and its application on the course.

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## **7. Entry requirements**

To be eligible for the course requires that the student is admitted to the Master's programme in Service Management.

## **8. Required reading**

See appendix.

## **9. Additional information**

Teaching languages: English.

## Litteraturlista för Retail och Organisation (SMMN30) 15 hp

Fastställd 18 december 2012 av styrelsen för institutionen för service management.

Litteraturlistan gäller fr o m 1 januari 2013.

- Edvardsson, Bo & Enquist, Bo (2008). *Values-based Service for Sustainable Business: Lessons from IKEA*. London: Routledge. [131 sidor. ISBN 9780415458535] E-book
- Jones, Gareth R (2013). *Organizational Theory, Design, and Change*. Prentice Hall (512 sidor. ISBN-13: 9780132729949)
- MacDonald, Cameron & Korzinsky, Marek (2009). *Service Work. Critical perspectives*. New York: Routledge. [191 sidor. ISBN:0-203-89226-7]
- Schultz, Majken, Hatch, Mary Jo & Larsen, Mogens Holten. (2000). *The Expressive Organization: Linking Identity, Reputation and the Corporate Brand*. Oxford: Oxford University Press. [ 285 sidor, ISBN 9780198297796]
- Scott, Richard W. (2007). *Institutions and Organizations, Ideas and Interests*. Thousands Oaks, Calif: Sage. [266 sidor, ISBN 9781412950909]
- Tengblad, Stefan (ed.) (2012). *The work of managers. Towards a practice theory of management*. Oxford and New York: Oxford University Press. [365 sidor. ISBN9780199639724]

Artikelkompendium omfattande ca 500 sidor tillkommer som behandlar organisationsteori och ledarskap.

Totalt antal sidor: ca 2250

## Reading list for Retail and Organisation (SMMN30), 15 credits

The reading list was approved 18 December 2012 by the Board of the Department of Service Management.

The reading list is valid from 1 January 2012.

- Edvardsson, Bo & Enquist, Bo (2008). *Values-based Service for Sustainable Business: Lessons from IKEA*. London: Routledge. [131 sidor. ISBN 9780415458535] E-book
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There is a addition of articles regarding organisational theory and leadership amounting to approx. 500 pages.

Total amount of pages: Approx. 500