



LUND
UNIVERSITY

Faculty of Social Sciences

SMMP23, Service Logistics in Retail, 7,5 credits
Servicelogistik inom detaljhandel, 7.5 högskolepoäng
Second Cycle / Avancerad nivå

Confirmation

The course syllabus was confirmed by the board of the Department of Service Management and Service Studies on 2014-02-11 to be valid from 2014-03-17.

General Information

The course may not be included in a main field of study. The course is included in the Master Programme in Service Management and is given the second semester.

Teaching languages: English

Course goal

On completion of the course, the student shall

- demonstrate a specialised knowledge of logistic practical and theoretical framework concerning service aspects in the logistic chain,
- demonstrate a very good familiarity with the central concepts within the area of service logistics in connection with retail logistics,
- demonstrate skills to analyse and identify problems related to service logistics and service elements in the supply chain from a retail perspective,
- demonstrate skills in using different forecast models to explain and plan the need of different requirements,
- demonstrate good skills to use different methods and models for analysing service element in the supply chain from a retail perspective,
- demonstrate good skills both in speech and writing to communicate and present the knowledge fields of the course,
- show ability independently to identify and formulate service logistic issues and

- to plan and carry out qualified assignments within predetermined time frames and with right methods.

Course content

The course begins with a specialisation in the most important theoretical fields treating service aspects along with the supply chain and their role in companies and organisations that are involved. The course creates understanding of how service is achieved along with the integrated supply chains and the used transport modes. Important differences between national and international supply networks are described and treated.

Service logistics is treated from a retail and e-commerce perspective. The course creates understanding of how service aspects at the end of the logistic chain is influenced by choice that is made early in the value chain. The role of packaging for service logistic is analysed. Customer service depending on service element in the supply chain is treated. A specialisation is made of how the service perspective influences the concept of "cargo mile" and its role in the logistic system. Further, the course treats how the service in the logistic system depends of different forms of forecast models and how they should be applied. Theories of risk management are used to highlight problems in connection with the retail trade and its logistic.

The course treats how models and modelling can be used to create better understanding of the service function.

The student is trained, from a service logistic context, to be able to discuss and present different theoretical perspectives and models.

Course implementation

The teaching consist of lectures, guest lectures, seminars, workshops and study visit.

Attendance at guest lectures, study visit and seminars are compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

Course examination

The course is examined through written and oral presentations and a project work.

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.

Grading scale

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

The grade awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for the 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.

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

For admission to the course, the student should have accomplished course requirements about 30 credits within the Master Programme in Service Management (SASMA).