



LUND
UNIVERSITY

Faculty of Social Sciences

SMMV35, Retail and Place Development, 15 credits *Retail och platsutveckling, 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 2020-02-26 and was last revised on 2023-02-14 by the board of the Department of Service Studies. The revised syllabus applies from 2023-10-27, autumn semester 2023.

General Information

The course is included in the Master of Science (120 credits) programme in Service Management and is the fourth specialised course in the Retail specialisation and taught in the third semester.

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 student shall

Knowledge and understanding

- demonstrate specialised knowledge and understanding of different theoretical perspectives of place development and how they are related to general traditions within the theory of science
- demonstrate the ability to understand in depth and reflect on the impact of general societal development on places, and
- be able to account for and discuss current place-related research issues in retail research

Competence and skills

- demonstrate the ability to analyse a retail environment based on different theoretical and/or practical perspectives
- demonstrate the ability to summarise and analyse advanced literature within a delimited field, and
- demonstrate the ability to communicate their own analyses of the relation between place and retail environment, based on complex empirical data

Judgement and approach

- demonstrate the ability to use a scholarly approach to analyse strategies for place development of relevance or related to retailing.

Course content

The aim of the course is to enable students to develop specialised knowledge and analytical skills of relevance to work with strategic issues within retail and place development.

The course consists of the following components:

Module 1: The localisation and change patterns of retail (8 credits)

The first module consists of an individual written assignment, in which the students are to demonstrate knowledge and understanding of the theoretical perspectives, key concepts and research areas represented in the required reading, and the ability to use a scholarly approach to critically analyse and reflect on them.

Module 2: Critical perspectives on retail development and place development (7 credits)

The second module consists of a project, in which the students, in groups, are to specialise in one/several current issues associated with retail and place development. Within the scope of the project, the student is to collect their own empirical material and use it to demonstrate their ability to critically analyse strategies for place development relevant or related to retail.

Course design

The teaching consists of lectures, seminars and workshops, supervision as well as field trip(s)/study visit(s).

Compulsory participation is required in the seminars and field trip(s)/study visit(s). 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

The assessment is based on two written assignments.

- **Module 1** is examined on the basis of seminar assignments and a individual written exam (8 credits)
- **Module 2** is examined on the basis of project work in groups (7 credits)

In connection with the group assignment, the student is offered supervision. The hours of supervision are limited to the semester in which the student first registered for the course. Exceptions can be made if there are special grounds.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change to, or discontinuation 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 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 on the course.

All assessment components are assigned points between 0 and 100 and grades according to the following scale:

A: 90-100 points

B: 80-89 points

C: 70-79 points

D: 60-69 points

E: 50-59 points

Fail: 0-49 points

For the grade of Pass, the student must have been awarded at least the grade of E for all assessed components. Students who fail to meet this requirement are graded Fail.

The grade for the whole course is determined through the following formula: $0.8 \times$ number of points for assessed component 1 (module code 2301) + $0.7 \times$ number of points for assessed component 2 (module code 2302), using the same grading scale as above.

Entry requirements

To be admitted to the course, the student must have completed at least 45 credits within the Master of Science (120 credits) programme in Service Management prior to the third semester of the programme, 7.5 credits of which must be from the introductory course of the programme and 7.5 credits from the introductory course specific to the student's specialisation.

Further information

This course replaces SMMR33 Retail and Place Development, 15 credits and cannot be

included in a degree together with this course.

Subcourses in SMMV35, Retail and Place Development

Applies from H23

- 2301 Individual written exam, 8,0 hp
Grading scale: Fail, E, D, C, B, A
- 2302 Project work, 7,0 hp
Grading scale: Fail, E, D, C, B, A

Applies from H20

- 2001 Individual written paper, 8,0 hp
Grading scale: Fail, E, D, C, B, A
- 2002 Project work, 7,0 hp
Grading scale: Fail, E, D, C, B, A