



LUND UNIVERSITY
Campus Helsingborg

Department of Service Management

**Syllabus for SERVICE MANAGEMENT: MASTER'S
(120 credits) THESIS, 30 credits (SMMM20) Level:
Second cycle (A2E)**

The course was approved by the Board of the Faculty of Social Science, 17 November, 2011.

The syllabus was approved by the Board of the Department of Service Management, 27 October 2011, revised 24 April 2012.

The syllabus is valid from Autumn Semester 2012.

Course Details

Main field of study: Service Management

The course is mandatory for the degree Master of Science (120 credits) in Service Management.

The language of instruction is English.

Learning Outcomes

On completion of the course, the student shall have

Knowledge and understanding

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

Skills and abilities

- demonstrated the ability to integrate critically and systematically knowledge and information from different sources and analyze, assess and deal with complex phenomena, issues and situations,

- demonstrated 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
- demonstrated the ability orally and in writing to report concisely and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with audiences,
- demonstrated the ability orally and in writing to use generic critical and reflexive skills, and
- demonstrated knowledge about scientific channels of communication, and be able to monitor the academic development within Service Management and employ appropriate and correct referencing systems.

Making judgements

- demonstrated the ability to make assessments in Service Management informed by relevant scientific, social, environmental and ethical issues, and
- demonstrated an awareness of ethical aspects of research and the role of research in relation to relevant businesses and labor 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 fulfil demands on advanced theoretical and methodological insights.

Teaching and Assessment

Teaching consists of individual tutorial guidance, self-directed studies, mandatory group tutorial seminars 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. Supervision is only offered during the time span of the course.

The thesis must be submitted electronically according to the departmental instruction, for publication in an open access database belonging to Lund University.

Examinations are scheduled during the academic year only. An opportunity for re-examination is offered after the end of the course. The student has the right to participate in examinations during the following terms, but in accordance with the course regulations that apply at the time.

Grades

The grades awarded are A, B, C, D, E or Fail. 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.

Admission requirements

To be eligible for the course the student must have at least 60 credits, including 30 credits in research method and/or theory of science, within the Master of Science Programme in Service Management.

Literature

See list of required texts.

Literature list for Service Management: Master's (120 credits) Thesis, 30 credits (SMMM20)

The literature was approved by the Board of the Department of Service Management 27 October, 2011.

The literature is valid from 1 January, 2012.

- Booth, Wayne C., Colomb, Gregory G. & Williams, Joseph M. (2008). *The Craft of Research*. Chicago: Chicago University Press. [317 pp. ISBN 0226065669]
- Bryman, Alan. (2001). *Social Research Methods*. Oxford: Oxford University Press. (540 pp. ISBN 0198742045)
- Silverman, David. (2007). *A Very Short, Fairly Interesting and Reasonably Cheap Book about Qualitative Research*. Thousand Oaks: Sage. [159 pp. ISBN 1412945968]
- Whatmore, Sarah, Pryke, Michael & Rose, Gillian (Eds.). (2003). *Using Social Theory: Thinking Through Research*. Thousand Oaks: Sage. [196 pp. ISBN 0761943773]

Students are expected to use literature from previous courses within the programme.

Reference literature

- Prasad, Pushkala. (2005). *Crafting Qualitative Research: Working in the Post-Positivist Traditions*. Armonk: M.E. Sharpe. [340 pp. ISBN 0765607905]
- Silverman, David. (2004). *Qualitative Research. Theory, Method and Practice*. Thousand Oaks: Sage. [390 pp. ISBN 0761949348]
- Veal, Anthony James. (2008). *Research Methods for Leisure and Tourism. A Practical Guide*. 3rd ed. Harlow: Prentice Hall. [448 pp. ISBN 0273682008]