Programme overview
The Master’s Programme in Service Management is a unique opportunity for those seeking a management programme at an advanced level with a strong link to research. The programme combines in-depth subject knowledge of the services sectors with an understanding of the specific organisational and managerial needs of service activities.

When applying to the Master’s Programme in Service Management, you choose one of five different specialisations: Culture and Creativity Management, Retail, Supply Chain Management, Sustainable Service Management or Tourism. We have a mix of students from all around the world.

Features of the programme:
The tourism industry is one of the fastest growing industries. Committed individuals who can develop and lead service operations are in high demand. The specialisation in Tourism is aimed at those with career ambitions in the tourism industry with the entire world as their field of work. Tourism is studied from a multidisciplinary perspective combining elements of management, marketing, social sciences and humanities. You will gain deeper knowledge of destination development and marketing, value creation and innovation within tourism as well as project management.

Programme modules/courses
COURSES AND NUMBER OF CREDITS: Introduction to Service Management (7.5), Introduction to Tourism (7.5), Managing Service Organisations (7.5), Theory of Social Sciences (7.5), Methods in Social Sciences (15), Destination Development and Marketing (15), elective course(s) (15), Value Creation and Innovation in Tourism (15), Master’s thesis (30).

Career prospects
After graduation, you will be able to independently and strategically develop and manage service operations in the tourism industry. Graduates will be able to work as managers, analysts, consultants or researchers in the events, tourism, travel, transport and hotel industries.

Entry requirements and how to apply
ENTRY REQUIREMENTS
The student must have a Bachelor’s degree amounting to 180 ECTS credits or the equivalent, of which at least 90 ECTS credits must be within the area of social sciences, business administration, or the equivalent. English Level 6 (equivalent to IELTS 6.5, TOEFL 90). See www.lunduniversity.lu.se for details on English proficiency levels.

HOW TO APPLY
1. Apply online: Go to www.lunduniversity.lu.se/sm-tourism. Click on “Apply” and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website.

Rank the chosen programmes in order of preference.

“The variety of teaching methods and exams is the most outstanding feature. The education system is also really interactive.”
Solmaz Seyedmousavi from Iran
2. Submit your supporting documents:
   • General supporting documents: Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at www.universityadmissions.se.
   • Programme-specific supporting documents: When applying for the MSc in Service Management, Tourism, you must also submit a statement of purpose with your application.
3. Pay the application fee (when applicable).

SELECTION CRITERIA/ADDITIONAL INFO
1. Grade on thesis in the Bachelor’s degree
2. Grades on additional courses in the Bachelor’s degree
3. Statement of purpose

TUITION FEES
There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens, the tuition fee for this programme is SEK 110,000 per year. See www.lunduniversity.lu.se for details on tuition fees.

About the Department of Service Management and Service Studies
The Department of Service Management and Service Studies is geographically situated in the city of Helsingborg. We are a successful, interdisciplinary department known for its high-quality education, research and collaboration. We generate new knowledge with new perspectives on services and their impact on organisations and businesses of today. Our students are trained to manage and run companies drawing on their understanding of service management and its applications within retail, tourism, supply chain management, culture and creativity, or sustainability.

Our research is diverse and multidisciplinary. We have both a micro perspective in research at an agent level and a structural perspective in which research takes a broader view, from infrastructure to environmental impact.

About Lund University
Lund University was founded in 1666 and is repeatedly ranked among the world’s top 100 universities. The University has 40,000 students and 7,600 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. Our eight faculties conduct strong research in many different areas, including over thirty research fields in which we are world-leading. The University has a distinct international profile, with partner universities in around 70 countries.

Learn more at www.lunduniversity.lu.se
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