



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE725 Praktik och tillämpning - Detaljhandel & Service Management, 15 högskolepoäng

1FE725 Internship - Retail & Service Management, 15 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2009-11-09

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

Specific entry requirements, Business Administration 1-30 credits as well as 15 credits trade-oriented courses.

Objectives

On completion of the course, students should be able to:

- analyse and understand the working processes of a retail or service business.
- analyse and understand the roles of a retail or service business on the market and in society.
- account for and understand working methods within retail and service business.
- account for and understand different types of actors within retail and service.
- comprehensively understand the current theoretical research dialogue within the areas relevant for retail and service.

Content

The course consists of business-relevant presentations of problems within retail and service management.

Furthermore, the course consists of theoretical literature studies and practical elements within a theme-area relevant for retail and service management. Literature is chosen in consultation with the course coordinator and examiner.

The theoretical literature studies, together with chosen business or organisation, constitute the basis for choice of theme and gathering of material in connection with internship at a suitable Swedish or international retail or service business. Field work method and suitable actors are chosen and approved in consultation with the supervisor and examiner. This material is compiled and analysed thereafter in regular reports and through dialogue with the supervisor.

Type of Instruction

Teaching is in the form of individual literature studies with supervision. Literature studies conclude with a report plan with formulation of a problem/theme and aim where various ways of analysing collected empirical material, choice of method and perspective on text production are problematized. The report plan and theme should be approved by the examiner and for a basis for the subsequent field work and writing of report.

Field work can be carried out in Sweden as well as abroad. One of the School of Economics' approved supervisors lead students and make sure that they follow a prearranged report plan.

The field work's insights and experiences should be documented, analysed and reflected on the basis of the theoretical literature and report plan's problem formulation and aim as well as include a presentation of how the original problem has been solved. Continuous dialogue with the course examiner at the School of Economics should be held during the entire field work, which means continuous reporting in the form of written and oral sub-reports.

Possible additional fees in connection with the field work must be paid for by the students themselves.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Elective literature

Literature is chosen in consultation with and approved by the examiner. Choice of literature is adapted to the orientation of the field work.

Bergström, Fredrik. Fölster, Stefan. (latest edition). Kampen om köpkraften – handeln i framtiden, Västerås: Forma Publishing Group. c:a 200 p.

Christopher, Martin. (latest edition). Logistics and supply chain management – Creating value-adding networks, Harlow: Pearson Education Limited. c:a 310 p.

Evans, Dave. Bratton, Susan. (latest edition). Social media marketing – An hour a day, West Sussex: Wiley. c:a 430 p.

Grönroos, Christian. (latest edition). Service management och marknadsföring – En CRM ansats, Malmö: Liber. c:a 440 p.

Gummesson, Evert. (latest edition). Relationsmarknadsföring: Från 4P till 30R, Malmö: Liber. c:a 360 p.

Hultén, Bertil. Broweus, Niklas. Van Dijk, Marcus. (latest edition). Sinnesmarknadsföring, Malmö: Liber. c:a 185 p.

Lagrosen, Stefan. Lagrosen, Yvonne. (latest edition). Människlig kvalitetsutveckling, Lund: Studentlitteratur. c:a 360 p.

McGoldrick, Peter. (latest edition). Retail Marketing, Maidenhead, McGraw-Hill. c:a 660 p.

Melin, Frans. (latest edition). Varumärkesstrategi – om konsten att utveckla starka varumärken, Malmö: Liber. c:a 400 p.

Nordfält, Jens. (latest edition). Marknadsföring i butik – Om forskning och branschkunskap i detaljhandeln, Malmö: Liber. c:a 290 p.

Parment, Anders. (latest edition). Generation Y – Framtidens konsumenter och medarbetare gör entré!, Malmö: Liber. c:a 260 p.

Parment, Anders. (latest edition). Marknadsför till 55 plus, Malmö: Liber. c:a 175 p.

Underhill, Paco. (latest edition). Why we buy – shopping som vetenskap, Västerås: Forma Publishing Group. c:a 210 p.