

SMMN30, Retail and Organization, 15 credits

Retail och organisation, 15 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the Board of the Department for Service Management on 2012-12-18 and was last revised on 2012-12-18 by the board of the Department of Service Management and Service Studies. The revised syllabus applies from 2013-01-01, spring semester 2013.

General Information

Language of instruction: English

Main field of studies

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Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the student shall

- demonstrate an advanced knowledge about both leading and alternative organisational theory-related perspectives and schools,
- demonstrate a very good familiarity with central organisational concepts such as culture, structure, leadership, management and power and an ability to critically reflect on these in relation to the retailers,
- demonstrate good skills to analyse and identify factors in organisation and leadership that has importance for the retailers identity creating,
- be able to explain the leader's ethical and moral approaches connected to the different interested parties of the retailers,
- be able to apply the most important legal rules within the framework of working life, health care and working environment on the retailers,
- demonstrate good skills in carrying out analysis independently and draw conclusions about an organisational problem area within the retail business and
- demonstrate good skills to communicate both spoken and written within the knowledge field of the course.

Course content

The course starts with an advanced study in the development of the organisational theory. This part focuses on both the basic view on organisation and leadership such as different approaches regarding the view on organisation and leadership related to the retailers. Here is included to create understanding of how changes in organisation and leadership influence and interact with value creating as it e.g. take expression in the value of the trademark of the retailers. These parts form the basis for problemizing and analysis of events in a retail case that is discussed both orally and in written form in seminars.

The student's training is to be able to join and communicate different theoretical perspectives and apply these parts to a larger integrated context based on a retail environment. The student should hereby obtain an advanced understanding and be able to relate to the retailers and its often multifaceted organisation. In a project work, a critical review and analysis of the organisation and its environment is carried out, in a future perspective with the entire possibilities and limitations that can arise of a retailer.

In parallel with the project work the student should reflect on his own development and preparation for the role as leader. The students write an individual paper where they integrate and critically examine, the theoretical contents of the course and apply this on their own personal strategy and vision, that essentially should be able to form the basis for their own retail leadership.

Course design

The teaching is given as lectures, guest lectures, seminars, study visit and internship. Participation in guest lectures, seminars, internship and study visit is mandatory.

Assessment

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 highest grade is A and the lowest grade for a pass is E. Students who fail receive the grade U.

The students performance is assessed based on the learning outcomes for the course. For a grade of E, the students performance shall be sufficient. For a grade of D, the students performance shall be satisfactory. For a grade of C, the students performance shall be good. For a grade of B, the students performance shall be very good performance. For a grade of A, the students performance shall be excellent. For a grade of U, the students performance shall have been insufficient.

At the start of the course, the students are informed of the learning outcomes in the syllabus and the grading scale and its application on the course.

Entry requirements

To be eligible for the course requires that the student is admitted to the Master's programme in Service Management.

Subcourses in SMMN30, Retail and Organization

Applies from V12

1101 Retail and Organization, 15,0 hp
Grading scale: Fail, E, D, C, B, A