

**SMMR23, Service Logistics in Retail, 7.5 credits**  
*Servicelogistik inom detaljhandel, 7,5 högskolepoäng*  
Second Cycle / Avancerad nivå

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### Details of approval

The syllabus is an old version, approved by the board of the Department of Service Management and Service Studies on 2015-01-27 and was valid from 2015-02-01, spring semester 2015.

### General Information

The course may not be included in a main field of study. The course is included in the Master Programme in Service Management and is given the second semester.

*Main field of studies*

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*Depth of study relative to the degree requirements*

A1F, Second cycle, has second-cycle course/s as entry requirements

### Learning outcomes

On completion of the course, the students shall be able to

#### Knowledge and understanding

- demonstrate thorough familiarity with key concepts of service logistics linked to retail logistics,
- demonstrate specialised understanding of the practical and theoretical frame of logistics with regard to service aspects of the logistics chain, and
- plan and, using appropriate methods, undertake advanced tasks within predetermined time frames.

#### Competence and skills

- demonstrate the ability to independently identify and formulate issues of service logistics,

- independently analyse service logistics and present results informed by theory in speech and writing,
- demonstrate skills in using different methods and models for the analysis of service elements of the supply chain from a retail perspective,
- demonstrate the ability to independently identify and describe development in their own learning process,
- demonstrate skills in analysing and identifying issues related to service logistics and the service elements of the supply chain from a retail perspective,
- demonstrate good skills in communicating and presenting the field of the course in speech and writing.

## Course content

The course starts with specialised study of the most important theoretical fields addressing service aspects along the supply chain and their roles in the companies and organisations concerned. The aim is to enable students to understand how service can be achieved along the integrated supply chains and the modes of transport used. Important differences between national and international supply networks are described and discussed.

The course deals with service logistics from a retail and e-commerce perspective. It aims to provide students with an understanding of how choices at the beginning of the value chain affect service aspects at the end of the logistics chain. The role of packaging for service logistics is analysed and the dependence of customer services on service elements in the supply chain is discussed. Throughout the course, focus is placed on the impact of the service perspective on the 'last mile' concept and its role in logistics.

Students will learn how to discuss and present different theoretical perspectives and explanatory models from a service logistics perspective.

## Course design

The teaching consists of lectures, guest lectures, seminars, workshops and study visits.

Attendance at guests seminars, seminars and study visits is compulsory unless there are special grounds. An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

## Assessment

The assessment is based on project work, reflection papers and a seminar memorandum.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

*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 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.

From the grading scale above, seminar memorandum is excepted. As grades for this part, either Pass or Fail is used.

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, about the grading scale, and how it is applied in the course.

## **Entry requirements**

To be admitted to the course, students must have passed 30 credits in the Master's programme in Service Management (SASMA).

## **Further information**

The course replaces SMMP23.

## Subcourses in SMMR23, Service Logistics in Retail

Applies from V15

- 1501 Project Work, 2,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1502 Reflection Paper, 2,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1503 Seminar PM, 2,5 hp  
Grading scale: Fail, Pass