



LUND
UNIVERSITY

Faculty of Social Sciences

SEMA51, Digitalisation and Services, 7.5 credits *Digitalisation and Services, 7,5 högskolepoäng* First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2023-03-01 to be valid from 2023-08-28, autumn semester 2023.

General Information

The course is offered as a stand-alone course.

The course is offered as a stand-alone course in semester five on the Bachelor's programme in Service Management (SGSEM), 180 credits.

Language of instruction: English

Main field of studies

Service Management

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

For a Pass on the course, the student shall be able to:

Knowledge and understanding

- understand and explain the importance and role of digitalisation for service organisations,
- understand and explain the importance and role of digital platforms in the production, organisation and consumption of services, and
- understand the possibilities and challenges that occur with the digitalisation of services.

Competence and skills

- demonstrate the ability to analyse digital service platforms from the perspective of consumers and organisations, and
- demonstrate the ability to identify the possibilities and challenges of digital

service platforms.

Judgement and approach

- demonstrate a critically reflective approach to the digitalisation of services.

Course content

The aim of the course is to provide a basic understanding of digital platforms in service organisations and the changes caused by this digitalisation. The course takes as its starting point the increasing digitalisation of services as they are converted to digital form. Furthermore, new forms of service organisations are created through digitalisation. Consequently, an increasing number of services are provided through different types of digital platforms.

The course consists of two components:

Component 1: Theoretical perspectives on digital service platforms (5 credits)

This component introduces students to key theories regarding digitalisation, digital platforms and service management.

Component 2: Practical perspectives on digital service platforms (2.5 credits)

In this component, the student deepens their knowledge with self-chosen reading through an analysis of a practical example.

Course design

Teaching consists of lectures, seminars and supervision.

Participation in guest lectures and seminars is compulsory, unless special circumstances apply. Compensation or alternative dates for compulsory components are offered to students who, for legitimate reasons e.g. accidents, sudden illness or similar, are unable to carry out the compulsory components. This also applies to students who have missed teaching because of activities as a student representative.

Assessment

Assessment of the course is based on the following:

- **Component 1** is assessed through seminar assignments and an individual written examination (5 credits)
- **Component 2** is assessed through the written and oral presentation of a project report written in groups (2.5 credits)

The course includes opportunities for assessment at a first examination, a re-examination close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). Within a year after a major change to the course or its cancellation, at least two further opportunities for assessment are offered on the same course content. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

For a grade of Pass, the student must fulfil the learning outcomes specified for the course. To Pass with Distinction, the intended learning outcomes must be well met.

Module 2302 is an exception to the above grading scale. The grades awarded for this component are Pass or Fail.

For Pass with Distinction on the whole course, the student must have received the grade Pass with Distinction on module 2301.

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.

Entry requirements

To be admitted to the course, students must satisfy the general admission requirements and have successfully completed at least 60 credits.

Subcourses in SEMA51, Digitalisation and Services

Applies from H23

- 2301 Individual Written Exam, 5,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 2302 Project Work, 2,5 hp
Grading scale: Fail, Pass