

## **SMMM23, Digitalizing Stores, 7.5 credits**

*Digitalisering av butiken, 7,5 högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Studies on 2024-03-06 (STYR 2024/795) and was last revised on 2025-08-29 (STYR 2025/1953). The revised syllabus comes into effect 2025-08-29 and is valid from the spring semester 2026.

### **General information**

The course is part of the Master's Programme in Service Management (SASMA) and is the second specialisation-specific course in the Retailing and Consumption specialisation and is given in the second semester.

*Language of instruction:* English

*Main field of study*    *Specialisation*

Service Management	A1F, Second cycle, has second-cycle course/s as entry requirements
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### **Learning outcomes**

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

#### **Knowledge and understanding**

- demonstrate knowledge and understanding of how digitalisation transforms retailing and consumption from different theoretical perspectives,
- explain and understand concepts and theories in current research on digitalisation and commerce; and
- demonstrate knowledge and understanding of the interplay between digitalisation and retail format development.

## Competence and skills

- identify and formulate problems using retail research, and use such literature to develop knowledge of current retail phenomena; and
- independently collect empirical material in a retail context and use concepts and theoretical within retail research to analyse it.

## Judgement and approach

- independently and critically relate to concepts and theories in research related to retail digitalisation and consumer practices and experiences, in relation to different store formats and retail contexts, and
- critically analyse and evaluate retail contexts and current retail phenomena.

## Course content

The aim of the course is for students to acquire knowledge and understanding of how digitalisation transforms retail store formats and consumer practices and experiences, with a particular focus on the physical organisation and design of stores.

The course consists of two modules:

Module 1: The first part of the course consists of lectures dealing with different themes related to the impact of digitalisation on retail store formats and consumer practices and experiences.

Module 2: During the second part of the course, students immerse themselves in a subject area related to the themes of the course.

## Course design

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

Participation in study visits is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

## Assessment

The assessment is based on:

Active participation in seminars (3 credits), module code 2501

Individual written assignment (4,5 credits), module code 2502

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. 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.

## Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Grades for unsuccessful results are labelled as Fail. The student's result is assessed on the basis of the course's learning outcomes. For the grade E, the student has shown a sufficient result. For the grade D, the student has shown a satisfactory result. For the grade C, the student has shown a good result. For the grade B, the student has demonstrated a very good result. For the grade A, the student has demonstrated an excellent result. For the grade Fail, the student has demonstrated an inadequate result.

Module code 2501 is excluded from the grading scale above. As a grade for this module, one of the designations pass or fail is used.

To pass the course, the student must obtain at least grade E on module code 2502 and pass on module code 2501.

At the start of the course, the student is informed about the objectives of the syllabus and the grading scale and its application in the course.

## Entry requirements

For admission to the course, the student must have completed 15 credits in the Master's Programme in Service Management (SASMA) before semester 2.