

SMMM24, Retail Development and Places, 7.5 credits

Handelsutveckling och plats, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

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 third 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 in-depth knowledge and understanding of different theoretical perspectives on place development,
- demonstrate in-depth understanding of and reflect on how places in general and retail environments in particular are affected by general societal development, and
- account for and discuss current place-related issues in retail research.

Competence and skills

- analyse a retail environment from different theoretical and/or operational perspectives, and
- summarise and analyse qualified literature on retail environments and their relation to the surrounding society.

Judgement and approach

- demonstrate the ability to analyse strategies for place development with a focus on scientific approach on retail.

Course content

The aim of the course is for students to develop in-depth knowledge and analytical skills relevant to working with strategic issues in retail development and place development.

The course deals with central concepts, theoretical perspectives and research within the following themes:

- The relationship between architecture, place attractiveness and retailing
- Historical development and ongoing change in retailing from a place perspective
- Critical perspectives on retail and place development

Course design

The teaching consists of lectures, seminars and supervision.

Assessment

The assessment is based on:

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

Individual written exam (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.

Further information

The course cannot be included in the degree together with SMMV35 Retail and Place Development (15 credits).