Faculty of Social Sciences

SMMR33, Retail and Place Development, 15 credits

Retail och platsutveckling, 15 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2016-09-14 to be valid from 2016-10-31, autumn semester 2016.

General Information

The course may not be included in a main field of study. It is included in semester 3 of the Master of Science programme in Service Management.

Language of instruction: English

Main field of studies	Depth of study relative to the degree requirements
-	A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a pass on the course, students must

Knowledge and understanding
- demonstrate specialised knowledge and understanding of different theoretical perspectives of place development and how they are related to general traditions within the theory of science
- demonstrate the ability to understand in depth and reflect on the impact of general societal development on places, and
- be able to account for and discuss current place-related research issues in retail research

Competence and skills
- demonstrate the ability to analyse a retail environment based on different theoretical and/or practical perspectives
- demonstrate the ability to summarise and analyse advanced literature within a delimited field, and
- demonstrate the ability to communicate their own analyses of the relation between place and retail environment, based on complex empirical data

Judgement and approach
- demonstrate the ability to use a scholarly approach to analyse strategies for place development of relevance or related to retailing.

Course content

The aim of the course is to enable students to develop specialised knowledge and analytical skills of relevance to work with strategic issues within retail and place development.

The course consists of the following modules:

The localisation and patterns of change of retail (8 credits)

The first module consists of an individual written assignment, in which the students are to demonstrate knowledge and understanding of the theoretical perspectives, key concepts and research areas represented in the required reading, and the ability to use a scholarly approach to critically analyse and reflect on them.

Critical perspectives on retail and place development (7 credits).

The second module consists of a project, in which the students, in groups, are to specialise in one/several current issues associated with retail and place development. As part of the project, the students are to collect their own empirical material and use it to demonstrate their ability to critically analyse strategies for place development of relevance/related to retailing.

Course design

The teaching consists of lectures, seminars and workshops, supervision and a field trip.

Unless there are valid reasons to the contrary, compulsory participation is required in seminars and field trips. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to

compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

The assessment is based on two written assignments. The first module (The localisation and patterns of change of retail, 8 credits) is assessed on the basis of an individual written assignment. The second module (Critical perspectives on retail and place development, 7 credits) is assessed on the basis of a written group assignment.

The students are offered supervision of the group assignment on two occasions. The hours of supervision are limited to the semester in which the student first registered for the course. Exceptions can be made if there are special grounds.

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. 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.

The grades from the two modules are weighted to combine into one of the grades A, B, C, D, E or Fail as a grade on the course as a whole. The grade on the course as a whole is calculated as follows: Each assessed component is assigned a point according to the scale 0-5. Point 0 corresponds to Fail and points 1-5 correspond to grades E-A. For 1 point, the student must show acceptable results (E). For 2 points, the student must show satisfactory results (D). For 3 points, the student must show good results (C). For 4 points, the student must show very good results (B). For 5 points, the student must show excellent results (A).

The assessments are then weighted in the following manner: (Grade on assignment 1 + grade on assignment 2)/2. If the average grade ends up between two grades, the higher grade is to be awarded.

Entry requirements

To be admitted to the course, the student must have passed 30 credits on the Master of Science Programme in Service Management (SASMA).

Further information

This course replaces SMMP33, 15 credits, and may not be included in the same degree.

Subcourses in SMMR33, Retail and Place Development

Applies from H16

1601   Written assignment, 8,0 hp
       Grading scale: Fail, E, D, C, B, A
       Individual written assignment
1602   Written group assignment, 7,0 hp
       Grading scale: Fail, E, D, C, B, A
       Written assignment in groups