

## **SMMX22, Service Development and Entrepreneurship, 15 credits**

*Tjänsteutveckling och entreprenörskap, 15 högskolepoäng*  
**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2020-09-16 and was last revised on 2025-08-29 by the board of the Department of Service Studies (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 included in the second semester of the Master of Science (120 credits) programme in Service Management and is the second course specific to the specialisation in Culture and Creativity Management.

*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**

- define and discuss key concepts related to service development and entrepreneurship within cultural, creative and nonprofit activities
- account for and compare different theoretical perspectives used in studies of conditions and challenges in cultural, creative and nonprofit activities at the levels of actors, organisations and markets, and
- identify and analyse service development, entrepreneurship and production and consumption patterns from different theoretical perspectives at the levels of actors, organisations and markets

## Competence and skills

- identify similarities and differences between general service management theories and theories that concern service development and entrepreneurship related to cultural, creative and nonprofit activities at the levels of actors, organisations and markets, and
- identify challenges in cultural, creative and nonprofit activities related to service development, entrepreneurship and production and consumption patterns (at the level of markets) and suggest solutions informed by relevant scholarly, societal and ethical positions

## Judgement and approach

- critically, independently and informed by relevant scholarly, societal and ethical positions, assess different theoretical perspectives and models regarding the ability to explain and suggest solutions to activity-related challenges for cultural, creative and nonprofit actors, organisations and markets

## Course content

The key topics of the course are service development and entrepreneurship in cultural, creative and nonprofit activities. The course develops concepts and scholarly perspectives that have been introduced on the introductory course of the specialisation. The course defines key concepts such as service development and entrepreneurship, and highlights how these are manifested at the levels of actors, organisations and markets in the field.

**Component 1** (7 credits) introduces different theoretical perspectives on service development and entrepreneurship in cultural, creative and nonprofit activities.

**In component 2** (5 credits), the students, working in groups, analyse different case studies of activities. Each group develops a proposal for solutions to the selected activity's specific challenges. This proposal is presented and discussed at seminars.

**Component 3** (3 credits) is based on the knowledge the student received during the two first components of the course. The student reflects on the knowledge acquired with regard to a future perspective on work in cultural, creative or nonprofit activities.

## Course design

The teaching consists of lectures, seminars and study visits.

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

## Assessment

Assessment of the course is based on:

Individual Home Exam (7 credits), module code 2101

Case Study Report (5 credits), module code 2102

Individual Written Assignment (3 credits), module code 2103

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 of a major change or discontinuation of the course, 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.

## Grades

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

The grade for a non-passing result is Fail. The student's performance is assessed on the basis of the learning outcomes for the course. For the grade of E, the student has demonstrated acceptable results. For the grade of D, the student has demonstrated satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade of A, the student has demonstrated excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

The assessment of component 1 (7 credits), component 2 (5 credits) and component 3 (3 credits) is individual and applies the grades Fail, E, D, C, B or A, where E is the lowest pass grade and A the highest. The grades for the different components are calculated according to the following scale: Fail corresponds to 0 points, E corresponds to 1 point, D corresponds to 2 points, C corresponds to 3 points, B corresponds to 4 points and A corresponds to 5 points.

The grade for the whole course is awarded in accordance with the formula:  $\frac{7}{15} \times$  number of points for component 1 (2101) +  $\frac{5}{15} \times$  number of points for component 2 (2102) +  $\frac{3}{15} \times$  number of points for component 3 (2103). Up to 49 points, the total number of points is rounded down and over 50 it is rounded up.

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 on the course.

## Entry requirements

To be admitted to the course, students must have earned 15 credits in the Master's (120 credits) Programme in Service Management prior to the second semester of the programme.