



**Copenhagen
Business School**
HANDELSHØJSKOLEN

Copenhagen Business School

**MASTER OF SOCIAL SCIENCES
IN SERVICE MANAGEMENT**



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Welcome!

Structure of the Master of Social Science in Service Management program

Lise Lyck, Center Director, Center for Tourism and Culture Management

Specialization and research environment

Kristian Hvass, PhD., Center for Tourism and Culture Management



A comprehensive 2 years

1 st year		2 nd year	
quarter 1 st	Research methods, data management and forecasting (7,5 ECTS)	quarter 5 th & 6 th	Semester of electives (30 ECTS)
	Globalisation and intercultural perspectives (7,5 ECTS)		
quarter 2 nd	Organisation and human resource management in services (7,5 ECTS)		
	eBusiness and communication management in services (7,5 ECTS)		
quarter 3 rd	Sustainability and corporate social responsibility in services (7,5 ECTS)	quarter 7 th & 8 th	Master Thesis (30 ECTS)
	Marketing, events and innovation management (7,5 ECTS)		
quarter 4 th	Leadership and strategy in service (7,5 ECTS)		
	Finance and law (7,5 ECTS)		



Structured with flexibility

First quarter 2009 (Sep-Oct)							
Week	36	37	38	39	40	41	42
Research methods, data managing and forecasting							Free
In-class lectures (8:00-10:00 am. Mon/Wed)	4h	4h	4h	4h	4h		
Friday afternoon/Saturday morning lectures		10h					
Evaluation						Exam	
Globalisation and intercultural perspectives							
In-class lectures (10:00-12:00 am. Mon/Wed)	4h	4h	4h	4h	4h		
Friday afternoon/Saturday morning lectures					10h		
Evaluation							Exam

Note:

1 ECTS = 27,5 student working hours

Each course = 7,5 ECTS = 206,25 student working hours

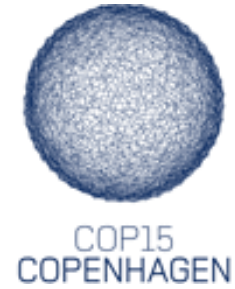
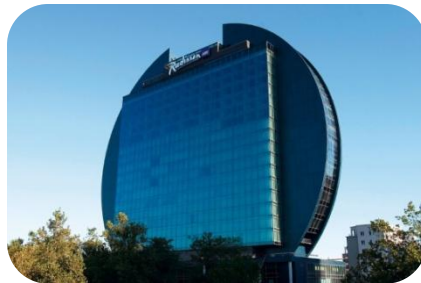
Teaching activities include max 30 lectures per course



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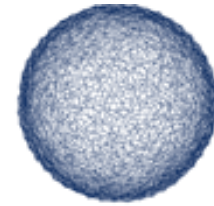
Specialization in 4 core areas

- ▶ **Travel and Transportation Management**
- ▶ **Tourism and Hospitality**
- ▶ **Meeting and Event Management**
- ▶ **Trade**





Specialization possible from start to finish



COP15
COPENHAGEN

- ▶ Projects
- ▶ Electives
- ▶ Internship
- ▶ Study abroad
- ▶ Thesis





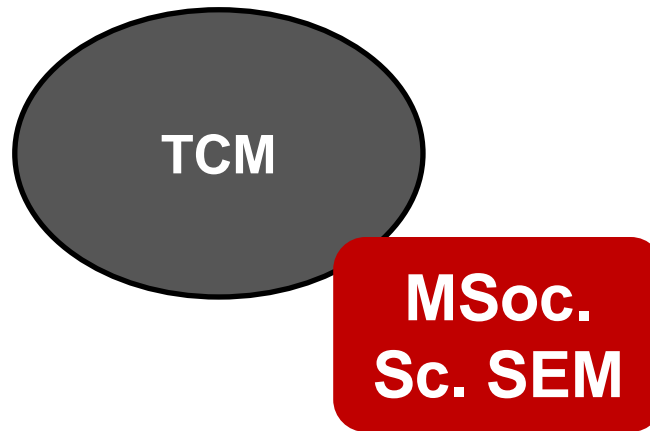
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Research environment

**MSoc.
Sc. SEM**

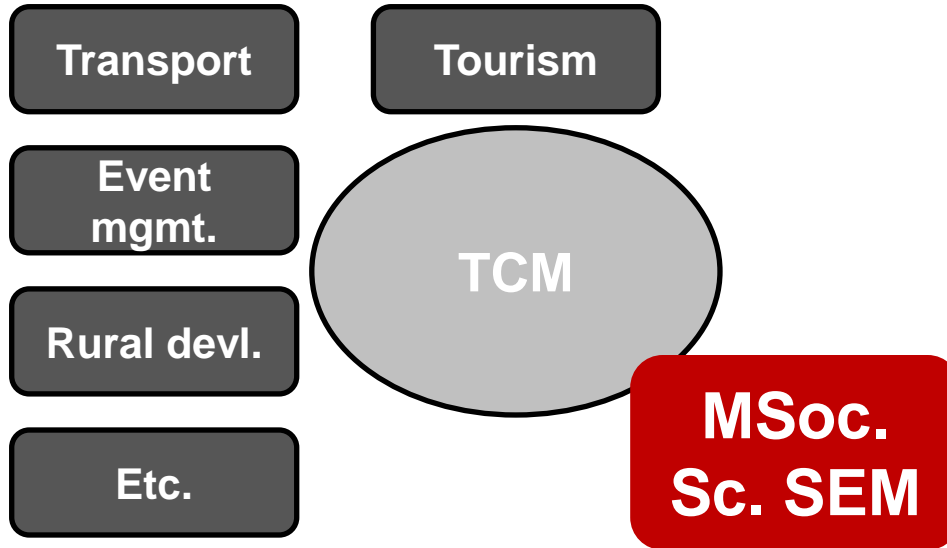


TCM is core research provider



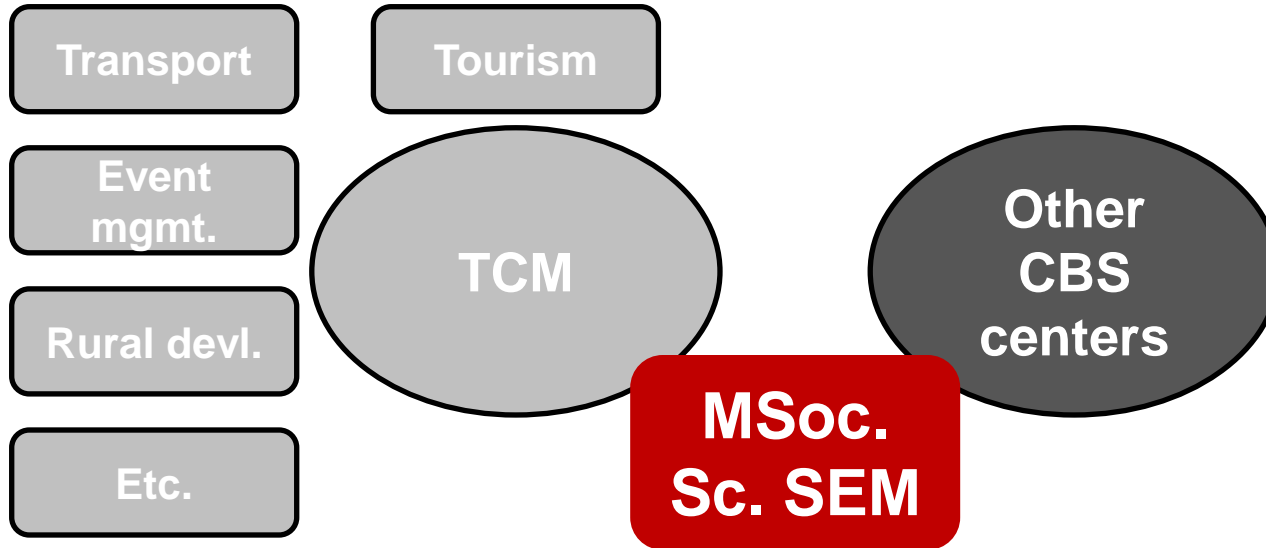


TCM is core research provider



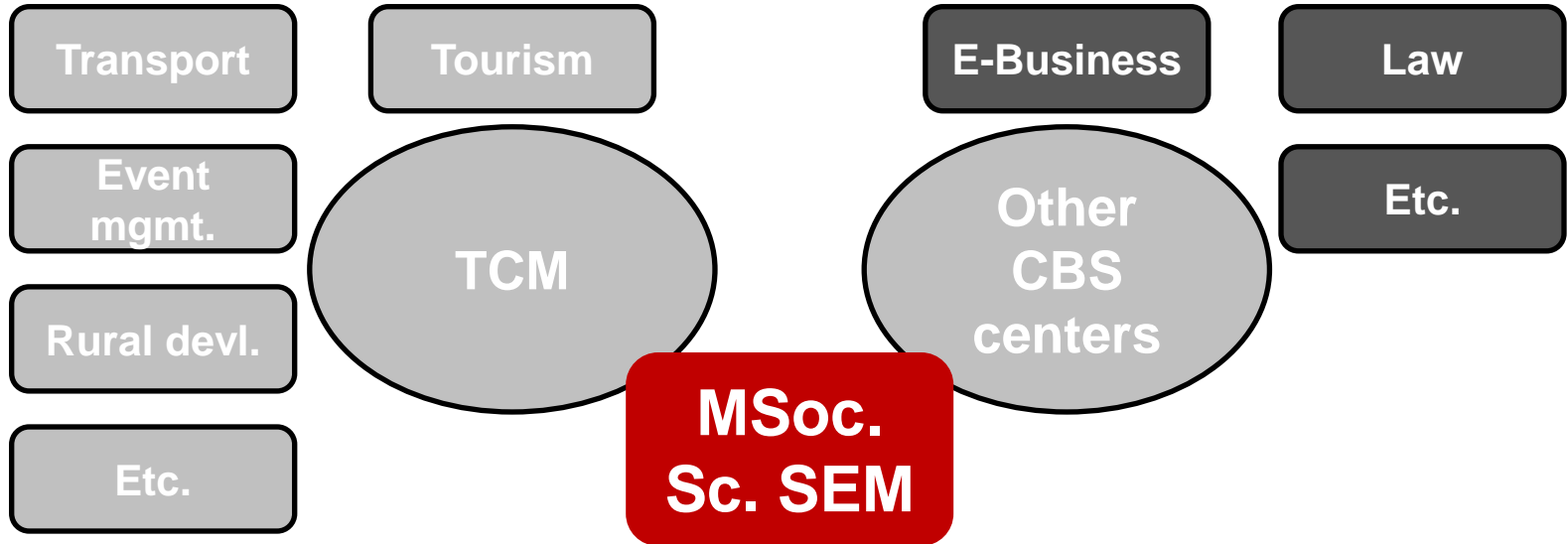


Other centers contribute



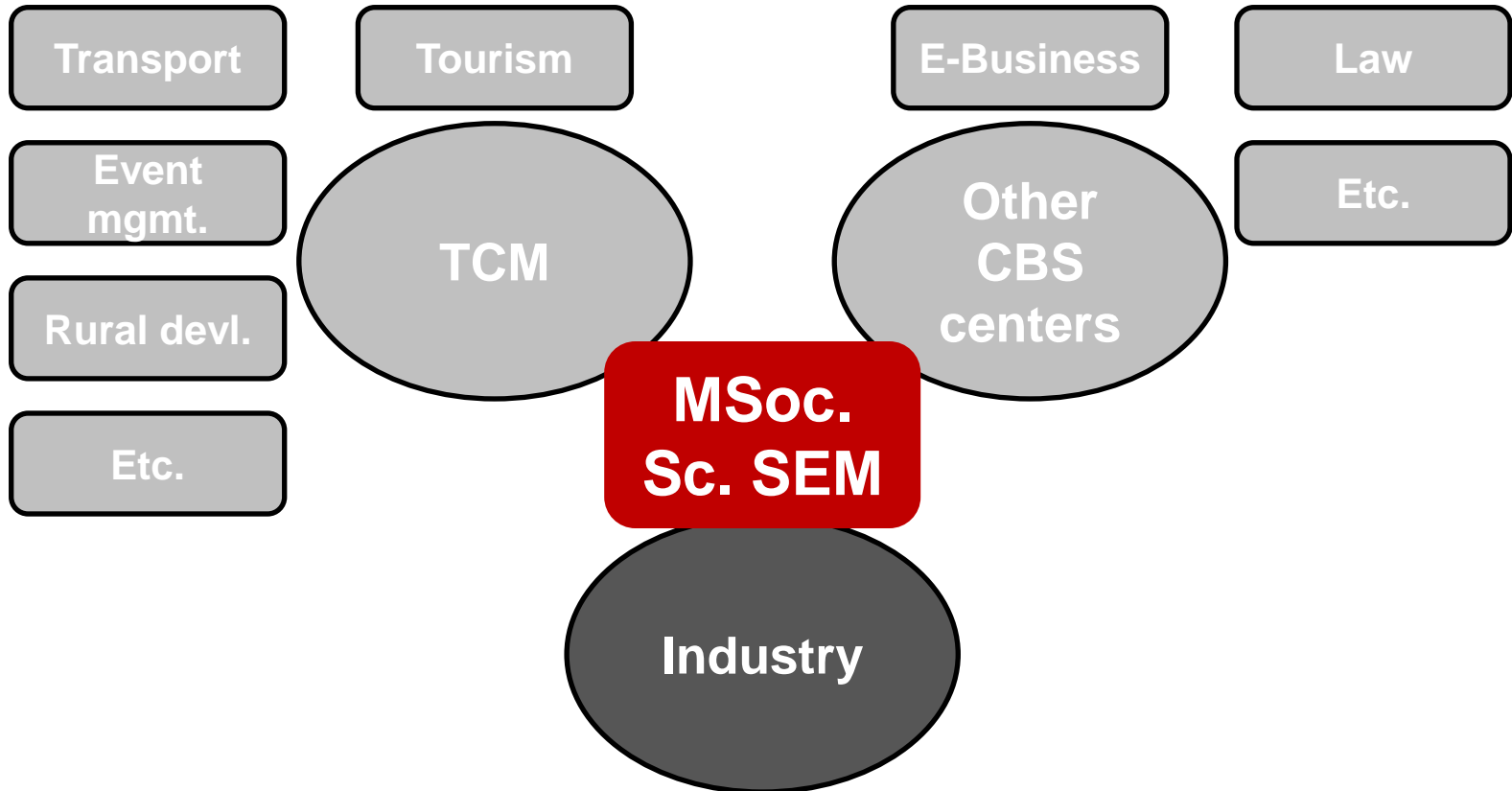


Other centers contribute



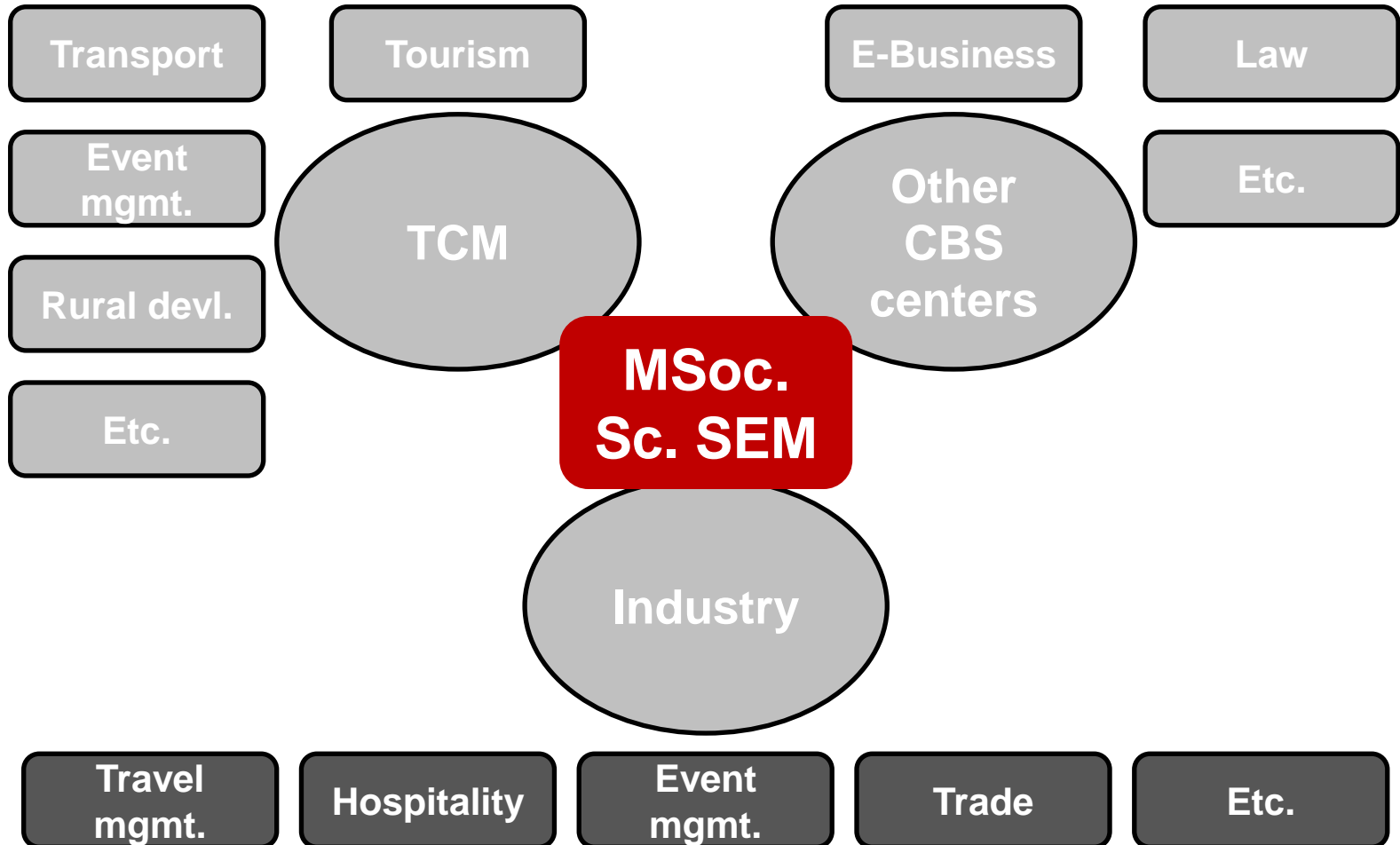


With support from industry



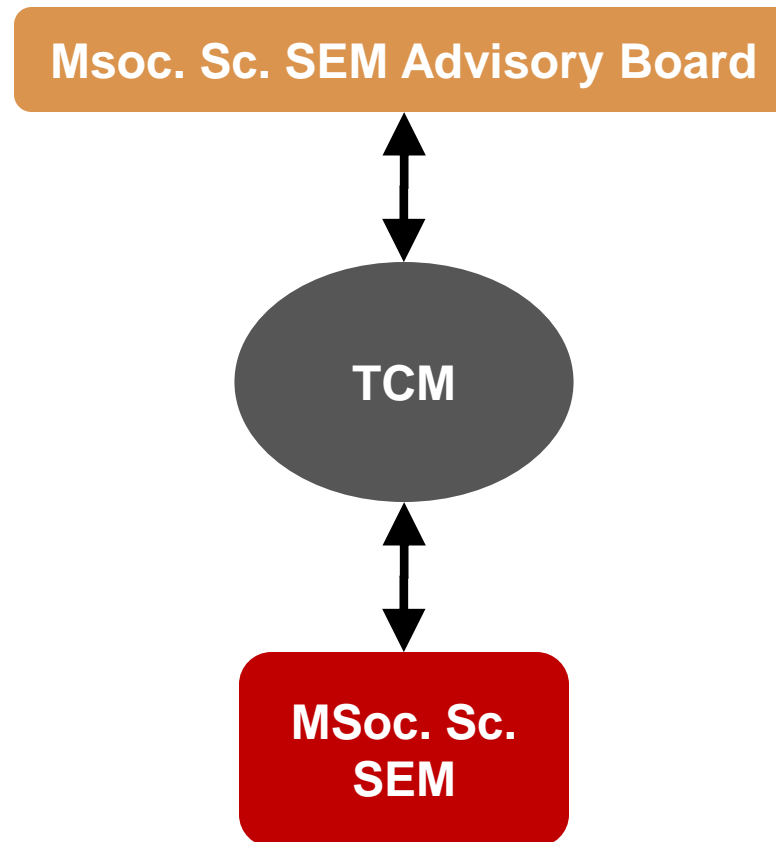


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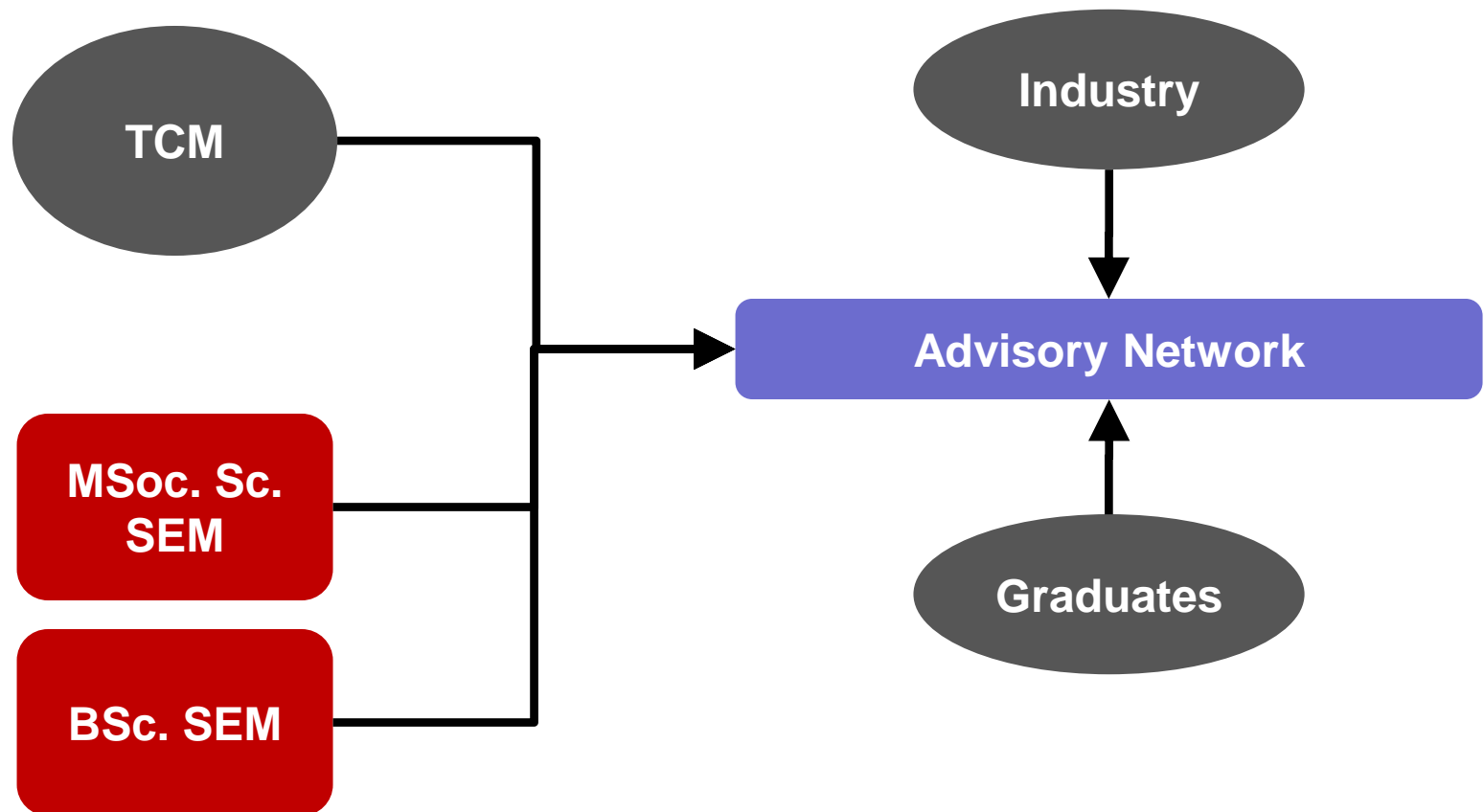


Ensuring your education is relevant through dialog





Preparing for the future through Advisory Network





Additional information

Further information can be requested from:

CBS Student Guidance Service:

10.00-14.00

+45 3815 2710

CBS Admissions Office:

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graduateadmission@cbs.dk

Center for Tourism and Culture Management:

Professors: Lise Lyck, Kristian Hvass, and Ana Maria Munar

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