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

<table>
<thead>
<tr>
<th>1st year</th>
<th>2nd year</th>
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<tbody>
<tr>
<td><strong>1st quarter</strong></td>
<td><strong>2nd quarter</strong></td>
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<tr>
<td>Research methods, data management and forecasting (7,5 ECTS)</td>
<td><strong>5th &amp; 6th quarter</strong></td>
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<tr>
<td>Globalisation and intercultural perspectives (7,5 ECTS)</td>
<td>Semester of electives (30 ECTS)</td>
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<tr>
<td><strong>2nd quarter</strong></td>
<td><strong>7th &amp; 8th quarter</strong></td>
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<tr>
<td>Organisation and human resource management in services (7,5 ECTS)</td>
<td>Master Thesis (30 ECTS)</td>
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<tr>
<td>eBusiness and communication management in services (7,5 ECTS)</td>
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<td><strong>3rd quarter</strong></td>
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<tr>
<td>Sustainability and corporate social responsibility in services (7,5 ECTS)</td>
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<tr>
<td>Marketing, events and innovation management (7,5 ECTS)</td>
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<td><strong>4th quarter</strong></td>
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<tr>
<td>Leadership and strategy in service (7,5 ECTS)</td>
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<td>Finance and law (7,5 ECTS)</td>
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Structured with flexibility

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<thead>
<tr>
<th>First quarter 2009 (Sep-Oct)</th>
<th>36</th>
<th>37</th>
<th>38</th>
<th>39</th>
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<tbody>
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<td><strong>Week</strong></td>
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<td><strong>Research methods, data managing and forecasting</strong></td>
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<td>Free</td>
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<td>In-class lectures (8:00-10:00 am. Mon/Wed)</td>
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<td>Friday afternoon/Saturday morning lectures</td>
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<td>10h</td>
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<tr>
<td><strong>Evaluation</strong></td>
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<td>Exam</td>
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<tr>
<td><strong>Globalisation and intercultural perspectives</strong></td>
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<tr>
<td>In-class lectures (10:00-12:00 am. Mon/Wed)</td>
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<tr>
<td><strong>Evaluation</strong></td>
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<td>Exam</td>
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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
Specialization in 4 core areas

- Travel and Transportation Management
- Tourism and Hospitality
- Meeting and Event Management
- Trade
Specialization possible from start to finish

- Projects
- Electives
- Internship
- Study abroad
- Thesis
Research environment

MSoc. Sc. SEM
TCM is core research provider
TCM is core research provider
Other centers contribute

- Transport
- Event mgmt.
- Rural devl.
- Etc.
- Tourism
- TCM
- MSoc. Sc. SEM
- Other CBS centers
Other centers contribute

- Transport
- Event mgmt.
- Rural devl.
- Etc.
- Tourism
- TCM
- E-Business
- Other CBS centers
- Law
- Etc.
- MSoc. Sc. SEM
With support from industry
With support from industry

Transport
Event mgmt.
Rural devl.
Etc.

Tourism
TCM
MSoc. Sc. SEM
Industry
E-Business
Other CBS centers

Law
Etc.

Travel mgmt.
Hospitality
Event mgmt.
Trade
Etc.
Ensuring your education is relevant through dialog

Msoc. Sc. SEM Advisory Board

TCM

MSoc. Sc. SEM
Preparing for the future through Advisory Network

TCM

MSoc. Sc. SEM

BSc. SEM

Advisory Network

Industry

Graduates
Further information can be requested from:

**CBS Student Guidance Service:**
10.00-14.00  
+45 3815 2710

**CBS Admissions Office:**
+45 3815 2738  
graduateadmission@cbs.dk

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