MSc in Social Science - Service Management

Competency profile

The MSoc.Sc SEM-programme will provide the students with competencies that enable them to:

1. Understand the nature of service management in general, and specifically in relation to the tourism and hospitality industries, meetings and events industries, retailing and trade, as well as other (digital) service industries or the shared economy.

2. Master the main issues of the service economy, strategy, marketing, leadership and business models in service management.

3. Conduct advanced qualitative and quantitative analyses of corporations and specific markets in practice, both in teamwork and individually.

4. Meet international and business requirements for mid-level manager and leading positions within service management industries.

The competencies will be achieved by study activities in the form of studies of relevant scientific articles and books by student-initiated learning activities at CBS, through lectures including both theory and practice given by Danish and international experts from the service sector, exercises, and exams. Focus is on enabling students to identify problems, develop analytical and problem-solving skills, implement action-based work and solutions at corporate and industry level.

The programme's aim is to provide students with broader competences and skills in order to manage service companies and organisations in a global context. By the end of the programme, graduates will be able to analyse the market's demands and socio-economic and cultural changes relevant to the service sector. The programme is specifically designed and developed for people who will progress further in management-level careers in service corporations, such as those in the tourism and hospitality, travel and transport, trade and in the meetings and events industries. Graduates of this programme are expected to enter a wide range of careers in both the private and the public sectors in Denmark and internationally, such as:

• Trade and commerce manager

• Managers in wholesale and retail

• Travel manager

• Managers and consultants of the transport industry

• Tourism managers in hospitality and related businesses

• Tourism planners and consultants in organizations and corporations

• Meeting and event managers in corporations, association or independent planner to same position but as a supplier with hotels, conference centers or other of venues

• Private and public consultants in services

• Industries in the shared economy

The programme's purpose is attained by combining research-based, cutting-edge knowledge of business and economics subjects, methods with other social science related subjects, methods necessary to analyse and understand the relevant context in which the service companies operate. The programme is research-based and has a strong theoretical foundation, and provides knowledge on qualitative and quantitative methods related to social sciences with a main focus on business and economics in services. It also is rooted in the believe that science and practice mutually benefit from constant exchange and interaction. The research foundations are provided by the participation of internationally recognised social science researchers in the field of service management in teaching and course development.

The programme provides generic and specific learning outcomes and competences which are attained by a variety of learning activities and pedagogical methods such as: lectures, workshops, seminars, an internship, oral presentations, teamwork, problem-based learning, , and written assessments, planning and writing projects, individual study and other complementary activities.

The programme provides the possibility to focus on one of the main areas of the service industries: Tourism and hospitality industries, meetings and events industries, retailing and trade, as well as other (digital) service industries or the shared economy. The students can within the programme limits choose to focus more in one of the areas through their projects, team work, case studies, and master thesis.