

## Master in Service Management Newsletter #1

### About the Newsletter

This is the first issue of the Master in Service Management newsletter –a newsletter that will be sent when new relevant things occur. It is edited by Lise Lyck, TCM, who- among other things- is the line coordinator of the study.

The purpose is to give current information in regards to the Master in Service Management study, relevant events, conferences and research.

The newsletter is aimed at individuals and corporations interested in the Service Management master and the academic world of tourism – business and leisure – including meetings, transportation, shopping, attractions, board and lodging, etc.).

### News

The first and very delightful news to be presented is that six students have graduated as the first candidates from the study – and extremely impressively is, that they all got the highest possible grade of 12 for their thesis!



A short presentation of the first masters and their focus of expertise: Feel free to contact them. On the photo from the left: Chairman for the advisory board Ole Sorang, Radisson, the new masters Hanne Glibstrup Andersen and Marie Louise Larsson, Lise Lyck, the new masters Sarah Sonne Larsen and Sarah Mee Kolmos Poulsen, member of advisory board Jens Liltorp, Novo.

## **The 6 first graduates in Master in Service Management, CBS:**

### **Hanne Glibstrup Andersen**

[haan06ab@student.cbs.dk](mailto:haan06ab@student.cbs.dk)

Thesis topic: A definition of the great front line employee in the service industry – how can they be recruited and developed? And how does the vocational education affect the development of great front line employees?

Future job wishes: I am truly passionate about the service industry and hope to find a job with responsibilities for service concepts, front line employees and the customer experience. The place of work would ideally be within the business of hotels, airport services, travel agencies, attractions and the like.



### **Marie Louise Larsson**

[mala09al@student.cbs.dk](mailto:mala09al@student.cbs.dk)

My name is Marie Louise Larsson and I am 27 years old.

Thesis topic: “A definition of the great front line employee in the service industry – how can they be recruited and developed? And how does the vocational education affect front line employees?”

Job interests include: Management within Food & Beverage, Human Resources, Sales & Events within service industries. Furthermore, jobs within Service Marketing, is of interest.

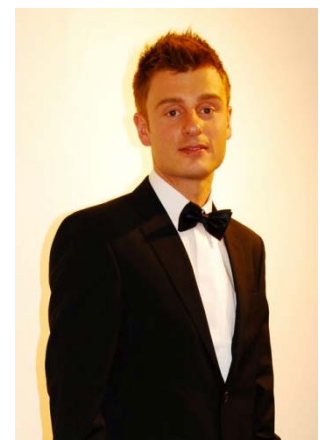


### **Søren Bertelsen**

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My name is Søren Bertelsen and I am a 29 year old graduate from Denmark. My educational background includes this Service management master from CBS but prior to that I have a bachelor's degree in advanced marketing from Norway and a master in Logistics and Cross Cultural Business.

The master thesis focuses on marketing and consumer behaviour, where it was investigated to what extent product placement can be used to influence consumer choice in the Danish retail setting. The thesis consists of highly empirical data including 450 observations, 198 questionnaires, and sales figures from different retailers. A prompt completion of the project (4 months) and the highest mark obtained (12/12) received justifies its success.



I have 3 years of work experiences from Carlsberg Denmark dealing with the Danish retail market as a retail consultant. Ideally I am looking for a career in the retail business; however, I would be willing to work for other industries in functional areas such as sales, marketing, HRM .

**Adam Koziarz**

[adamkoziarz85@gmail.com](mailto:adamkoziarz85@gmail.com)

My name is Adam Koziarz and I am a 26 year old graduate originally from Poland. I also hold a bachelor's degree in Tourism Management from the UK.

My master thesis focuses on marketing and consumer behaviour, where I investigated to what extent product placement can be used to influence consumer choice in the Danish retail setting. The thesis consists of highly empirical data including 450 observations, 198 questionnaires, and sales figures. A prompt completion of the project (4 months) and the highest mark obtained (12/12) received justifies its success.



I have 3 years of work experiences primarily in marketing and sales. My core competencies include exceptional interpersonal and relationship building skills, strong research skills and event planning skills. I have lived and studied in 4 different countries therefore I am multi-lingual and adapt easily to new environments.

Ideally I am looking for a career in tourism and event industry; however, I would be willing to work for other industries in functional areas such as sales and marketing, HRM or public relations.

**Sarah Sonne Larsen**

[ssl@nordichotelconsulting.com](mailto:ssl@nordichotelconsulting.com)

My thesis analysed the concept of eco-labels in the Danish hotel industry. I very much enjoyed the process of researching and writing the thesis, which was rewarded with the grade 12. Back in 2007, I completed my bachelor's degree in English and International Marketing, also from CBS, where the fifth semester was spent studying hospitality at Central Michigan University in the USA. Currently, I hold the position as a hotel consultant in Nordic Hotel Consulting ([www.nordichotelconsulting.com](http://www.nordichotelconsulting.com)), where I have been employed since 2007. I very much enjoy working as a hotel consultant, as it is diverse and very interesting.



**Sarah Mee Kolmos Poulsen**

I have just graduated with the Service Management masters degree from Copenhagen Business School. Besides, I have many years leadership experience within the service industry where I am used to delegate, take decisions and run a business. I am very ambitious and used to work independently.

I am passionate about a place of employment that provides a work environment where I can evolve. I would be very interested in a job where I can combine my theoretical knowledge and analytical approach while working with people.



**Study content:**

Admission to the study requires a bachelor degree in social science. The content of the study is shown below:

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