



Linnéuniversitetet

Kalmar Växjö

Kursplan

Fakultetsnämnden för ekonomi och design
Ekonomihögskolan

1FE630 Event Management, 7,5 högskolepoäng
Event Management, 7.5 credits

Huvudområde

Företagsekonomi

Ämnesgrupp

Företagsekonomi

Nivå

Grundnivå

Fördjupning

G1F

Fastställande

Fastställd av institutionsstyrelsen vid Ekonomihögskolan 2009-05-05

Kursplanen gäller från och med vårterminen 2010

Förkunskaper

Företagsekonomi 30 hp eller minst 15 hp organisation och marknadsföring eller
Turismvetenskap 30 hp

Förväntade studieresultat

After completing this course the student should be able to:

- present a conceptual platform of Event Management as a temporal organisation with foci on:

project, inter-organisational corporation, engagement as driving force, voluntary personnel, event marketing and networking

- give account for and understand the concept of events: ranging from commercial communication platforms to attractions of different forms; history/heritage, sports, special interests, music, etc.

Innehåll

The course is based on practical insights in combination with research findings within the subject area in relation to the context of social sciences. The ambition of the course is to introduce the phenomenon of events - being an increasing important aspect of the overall experience production within creative industries. Neither services nor goods may - to any larger extent - onwards be presented without an experience dimension. To a large extent events are becoming one of the major communicational tools - explicitly or

implicitly - when targeting different segments in any market.

The fundamental ideas of the course are:

- internal and external process perspectives
- feasibility and performance studies
- impact and evaluation analysis.

Undervisningsformer

The course will be performed in different theme lectures, seminars and student presentations.

Examinationsformer

Kursen bedöms med betygen Underkänd, Godkänd eller Väl godkänd.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Examination:

- test on literature
- 6 short reports (of approximately 2-3 pages). The analyses in the reports are to be referred to empirical findings from events (but without any extensive empirical work).

To pass the course - good reading from both compulsory and free chosen (reference) literature are to be undertaken. The grading of the written report is based on both text and oral presentations.

Kursvärdering

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Kurslitteratur och övriga läromedel

Obligatorisk litteratur

Wessblad, H. (2008) effective events becomes sustainable experiences - performance and communication, from vision to vitality, preliminary edition, local printing.
- Distributed at start of the course (fair priced)

Additionally different articles will be presented and read during the course through a selection of articles (under constant renewal - approx. 35 pieces).

Reference literature

Andersson, T.D. Persson, C. Sahlberg, B & Ström, L-I (eds.)(1999). The impact of mega events.

Östersund : European Tourism Research Institute (ETOUR) 194 s. ISBN 91-973441-2-5 Vetenskapliga bokserien, 99-2865735-1 ; 1999:3

Getz, D.(2005). Event management & event tourism. (2:nd ed.) New York : Cognizant

Communication Corp.
386 s ISBN 1-882345-11-8

Larsson-Mossberg, L (ed)(2000). Evaluation of events : Scandinavian experiences. New York :
Cognizant Communication Corp. 161 s. ISBN 1-882345-40-1