



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1EM610 Projektledning för evenemang, 7,5 högskolepoäng

1EM610 Project Management for events, 7.5 credits

Subject Group

Other Subjects within Social Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2022-09-05

Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites

At least 15 credits from the following courses:

- Introduction to Event Management 15 credits,
- Digital Distribution, Technology and Communication 7.5 credits,
- Festivals and Music Related Events 7.5 credits,

and English 6, or the equivalent.

Objectives

After completing this course the student should be able to

- explain basic concepts and models in project method and project management
- perform basic planning of event projects
- analyse event projects.

Content

The three main parts of the project subject are introduced: project method, project leadership and project communication. The project method part includes what is needed to be able to carry out a project, i.e., models, methods and tools. The three main parts together form a whole that enables successful project implementation.

A project exists to create a result, which has an impact on the business that orders,

receives, and uses it. The client/operations manager is responsible for the result and the project manager is responsible for implementing the project. This is practised and contextualised through application in an event project.

Type of Instruction

Teaching is delivered in the form of lectures, seminars and supervision. Group work and group discussions are part of the course.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a serie of written reflections (1.5 credits) and a projekt planning carried out in group, including an individual written project analysis (6 credits).

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During or shortly after the course, a course evaluation should be conducted. The result and analysis of the course evaluation should be promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time should be informed of the result at the course introduction. The course evaluation is anonymous.

Other

When the language of instruction is English, the examinations will also be in English.

Required Reading and Additional Study Material

Salama, M. *Event Project Management*. Goodfellow Publishers Limited. The latest edition. About 200 pages.

Tonnquist, B. *Project Management*. Sanoma Utbildning. The latest edition. About 500 pages.

alternatively,

Tonnquist B. *Projektledning*. Sanoma Utbildning. The latest edition. About 500 pages.