



## Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1FE622 Företagsekonomi II - Evenemangsledning, 7,5  
högskolepoäng

Business Administration II - Event Management, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2014-04-02

The course syllabus is valid from spring semester 2015

### **Prerequisites**

Business Administration I, 22,5 credits

## Objectives

After completing this course the student should be able to:

- give account for the concept of events as a phenomenon in creative industries
- describe and reflect upon the importance of commercial communication platforms for events and experiences of different kinds
- describe and discuss event management as a temporal organization
- clarify the importance of inter-organizational cooperation and commitment as driving force
- analyze how event marketing and experience business networking affect planning and implementation of an event

## Content

The course contains:

- phenomenon of events
- experience production within creative industries
- events as communicational tools
- feasibility and performance studies
- assessment and impact analysis

## Type of Instruction

The course will be performed in different theme lectures, seminars and student presentations. Obligatory parts are stated in the schedule.

### Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through group work, independent work as well as a written test.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale. For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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. Students that do not pass reports can complement after consultation with the examiner.

### Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Required Reading and Additional Study Material

#### **Obligatory literature**

Wessblad, H. *Effective events are sustainable experiences - performance and communication, from vision to vitality*. Tourism Research Unit (TRU) Linnaeus University. Latest edition. 220 p.

Scientific articles 250 p.

#### **Reference literature**

Getz, D. (2012) *Event studies, theory, research and policy for planned events*. Abingdon, Butterworth-Heinemann Ltd. 442 p.

O'Toole, W. (2011) *Event Feasibility and Development, From Strategy to Operations*. Butterworth-Heinemann Ltd. 360 p.

Richards, G. & Palmer, R. (2010) *Eventful cities, cultural management and urban revitalization*. Oxford, Butterworth-Heinemann Ltd. 516 p.

Rutherford Silvers, J. (2004) *Professional Event Coordination*. Hoboken, New Jersey, John Wiley & Sons, Inc. 496 p.

Sauter, W. (2008) *Eventness, A Concept of the Theatrical Event*. STUTS, Stockholm University. 149 p.

Turn, J., Norton, P. & Wright, J. N. (2006) *Management of Event Operations*. Oxford, Elsevier Butterworth-Heinemann. 304 p.