



Course syllabus

School of Business and Economics

Department of Organisation and Entrepreneurship

1FE632 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 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

Business Administration I, 30 credits or at least 15 credits completed courses from Business administration I and English B/6.

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 presentations. Obligatory parts are stated in the schedule.

Examination

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

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

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

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.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:1FE622.

Required Reading and Additional Study Material

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