



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE632 Företagsekonomi II - Evenemangsledning, 7,5
högskolepoäng

1FE632 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 2015-05-13

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 completed courses in Business administration, G1N, or the equivalent. English 6/English B, or the equivalent.

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 teaching consists of different theme lectures, seminars and presentations. Dates for compulsory elements 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. 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 the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

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 with 7.5 credits.

Required Reading and Additional Study Material

Required reading

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

Scientific articles. About 250 pages.

Reference literature

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

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

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

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

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

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