



Course syllabus

School of Business and Economics

Department of Marketing

1FE96U Digitala konferenser och möten, 3 högskolepoäng

Digital conferences and meetings, 3 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by School of Business and Economics 2022-01-31

The course syllabus is valid from autumn semester 2022

Prerequisites

NO VALUE DEFINED

Objectives

After completing this course the participant should be able to:

- describe, discuss and reflect on the basic methods, terminology and current tools for implementing digital conferences and meetings
- perform simple event planning related to digital meetings and conferences

Content

The course contains:

- introduction to event planning and effective digital meetings
- introduction to the field's key concepts and tools, such as digital affordances, digital competence and current digital communication tools
- current trends, including the challenges and opportunities they present

Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of synchronous and asynchronous lectures, discussions and seminars. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

The course is assessed with the grades Pass (G) or Pass (G).

The course is assessed with the grades Fail (U) or Pass (G).
The course is examined through writing of a written report (2 credits) and two reflection reports that are discussed during seminars (0.5 credits each).

The grade G constitutes the highest grade on the scale that will result in a pass. The grade U means that the participant's performance is assessed as fail. Grading criteria for the U-G scale are communicated in writing to the participant 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 participant's grade is determined by the student's fulfillment of the objectives.

An examiner can, in exceptional cases, decide that a participant 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 participant is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the participant 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 participants who have completed the course. Participants who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Popular science articles. About 20 pages. Selected in consultation with teacher.

Scientific articles in event planning, digital communication, applied IT and related areas. About 150 pages.