



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1TR637 Turismvetenskap II – Evenemangsledning, 7,5
högskolepoäng

1TR637 Tourism Studies II – Events Management, 7.5 credits

Main field of study

Tourism Studies

Subject Group

Tourism and Recreation Studies

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-06-24

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 22.5 credits Tourism Studies G1N and English B/English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- present a conceptual understanding of event management as temporary organizations, focusing on projects, interorganizational collaboration, commitment as a driving force, non-profit work, marketing and networking in the event industry
- explain different dimensions of events, different types of events and how dimensions and types affect the shape, performance and organization of the event

Content

The course contains:

- perspective on endogenous and exogenous processes
- studies of event performance and opportunities

- effect, outcome and evaluation analyzes

Type of Instruction

The teaching consists of lectures, group work and seminars. Active participation is required at seminars. 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 oral presentations, reports and a written exam.

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.

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. Linnaeus University. Latest edition. About 220 pages.

Scientific articles. About 250 pages.