



Programme syllabus

School of Business and Economics

Music and Event Management, 180 högskolepoäng

Music and Event Management Programme, 180 credits

Level

First Level

Date of Ratification

Approved by the Faculty Board within the School of Business and Economics 2021-12-15

The programme syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements + English 6, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and Civics 1b alt. Civics 1a1 +1a2.

Description of Programme

Music and Event Management is an education within business administration with a focus on the event industry, with special emphasis on the music industry's content and development and its relationship to the concert and festival area. The program prepares students to take on leading and developing roles in the industry and in its organisations through a specialisation in organisation.

Communication and value creation through experiences is central in an experience-based society where knowledge and skills in creating good experience concepts and productions are important. The program is based on theoretical knowledge for the event area, as well as on operational and industry-specific knowledge and skills. In these parts, the professional roles of the event industry, as well as the music industry, functions, digitisation and development are important elements. The studies include business models and methods for the players in the event industry and meanings for destination development and hosting.

The music industry's special role for the event industry, such as concerts, festivals and other events, in combination with the economy of recorded music and technological development, greatly affects the future of the experience industries. The event industry is strongly international. The importance of global events for countries and regions economies and image is great. The students are in an international study environment where they meet teachers and a range of courses that provide good conditions for learning and knowledge about the event industry and its actors, as well as its change and development opportunities in a sustainability perspective both nationally and internationally.

Objectives

Central degree objectives in accordance with the Higher Education Ordinance

Knowledge and Understanding

For a Degree of Bachelor, the student shall

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and Skills

For a Degree of Bachelor, the student shall

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and discuss phenomena, issues and situations critically;
- demonstrate the ability to identify, formulate and solve problems autonomously and to complete tasks within predetermined time frames;
- demonstrate the ability to present and discuss information, problems, and solutions in speech and writing and in dialogue with different audiences; and
- demonstrate the skills required to work autonomously in the main field of study.

Judgment and Approach

For a Degree of Bachelor, the student shall

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues;
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used; and
- demonstrate the ability to identify the need for further knowledge and ongoing learning.

Programme-Specific Objectives

- demonstrate the ability to apply knowledge in Music and Event management to relevant organizational problems
- demonstrate the ability to independently formulate and study theoretically and practically relevant research problems in organisational theory and Music and Event management

This is in accordance with the intended learning outcomes set for a bachelors' degree in the Swedish Higher Education Ordinance and School of Business and Economics' mission.

Content

Organisation

The Degree Programme is offered by the School of Business and Economics. The Programme Coordinator(s) heads the degree programme and carries out an overall responsibility for the programmerelated matters. She/he is (they are) responsible for organizing the programme, curriculum development and for keeping strong relations within the degree programme with faculty members, the students and the Programme Council. Thus, by interacting with representatives of the music and event industries and other stakeholders of interest, as to ensure continuous dialog with the prospective job market.

Programme overview

The education consists of 180 credits. The main field of the program is business administration, but it also includes elements of cultural and social science subject areas in Music and Event Management, which constitute the scientific basis in the program's industry-specific courses.

During the first year, an introduction is given to the event industry in society and its specific significance in the visitor economy, as well as an introduction to cultural analytical perspectives on music and music events. The music industry's change towards increasing digitalisation and its impact on the organization of concerts and festivals provides current development perspectives for the event industry. The first year's course content develops the importance of events for countries and regions in an international perspective, as well as how events relate to hospitality and stakeholders relationships. The year ends with a project management course for events.

During the second year, basic knowledge in business administration is provided, which is followed by an in-depth study of organization and leadership as well as further in-depth courses in business administration.

During the third year, business administration is given with an in-depth study of organization and business administration method, followed by a half semester where the student can choose to give their education an individual touch through optional courses, internships or a period of study abroad. The last semester offers courses in the profile area with courses focusing on destination development through events and importance of business intelligence for the development of the music industry and the event industry. The program ends with a degree project.

The courses in the programme can, in agreement with the programme coordinator, be exchanged for corresponding courses within the program's specialization. The programme coordinator will then be responsible for assessing whether the programme objectives are still met. Courses within the program may be given in English.

Year 1

- Introduction to Event Management, 15 cr, G1N (mandatory)

The course provides a broad understanding of the scope, character and development of the event industry. The course places the event industry in a context of tourism and the visitor economy and the characteristics of the experience society.

- Digital Distribution, Technology and Communication, 7.5 cr, G1F (mandatory)

The course gives perspectives on music creation and music consumption, with a strong focus on new technologies and digital distribution of recorded music and events. Changes in the music industry are discussed at lectures and seminars, which involves guests from different parts of the music industry. In the course, students will be able to try the most common tools for digital distribution and marketing being used by record labels, music publishers, event planners and other actors in the industry.

- Festivals and Music Related Events, 7.5 cr, G1F (mandatory)

The course gives a deeper understanding of music and event industries, music events and festivals, the actors in the market and the role the industry plays in a societal context. The students are provided with knowledge to analyse the event production process with a special focus on music events and festivals.

- Mega Events and Hallmark Events, 7.5 cr, G1F (mandatory)

The course conceptualizes the enormous events that are global in nature and complex in organizational structure, as well as the so-called hallmark events that are recurring and develop a place over time. The course investigates differences in theoretical views on the different meanings of events for places and economies in a global perspective. Special emphasis is placed on sustainability.

- Events and Hospitality Management, 7.5 cr, G1F (mandatory)

Events create and shape visitor flows that are cared for by hospitality operators. The course concentrates on the critical roles that hospitality fulfils in encounters and dealings with visitor flows and experiences, and emphasizes theoretical perspectives on organizations where business models are based on frontline employees' communicative skills.

- The International Music Industry in National Perspective, 7.5 cr, G1F (mandatory)

This course deals with defining the interaction between national and international music and event industries, differences and similarities in business practice, methods and consumption patterns. With the use of theories and concepts about globalisation, business and culture the course aims to generate knowledge about the music and event industries from an international and global perspective.

- Project management for events, 7.5 cr, G1F (mandatory)

The course focuses on traditional project management, planning and project methods that are applied to music and / or event-related projects and their special nature.

Year 2

- Business Administration I - Organisation and Leadership, 7.5 cr, G1N (mandatory)*

The course gives a wide theoretical understanding of different perspectives and aspects of organization and leadership. Both classic and more recent contributions to research clearly put their mark on the course, as well as a specific focus on gender issues. The purpose of the theoretical understanding is to provide knowledge and a basis for identifying and understanding organizational problems in practice.

- Business Administration I - Marketing, 7.5 cr, G1N (mandatory)*

The course focuses on basic marketing of goods and services and includes market law, sustainability, and social responsibility aspects, as well as the presentation of marketing activities.

- Business Administration I – Financial Accounting and Budgeting, 7.5 cr, G1N (mandatory)*

This course introduces the participants to the principles of budgeting and business accounting systems, thus to their role for a company's operational planning and control. Throughout the course, the students not only acquire essential knowledge in business accounting and budgeting, but also learn about business accounting practice, laws and regulations, and acquire basic computer literacy skills through business accounting simulation.

- Business Administration I – Cost Accounting, 7.5 cr, G1N (mandatory)*

The course introduces the students to the principals of managerial accounting and its meaning for the business and public sectors. Throughout the course, students practice the application of the gained knowledge through performing simple calculations on capital budgeting and investment appraisal. Furthermore, they conduct a simple analysis of a standard cost deviation and acquire basic computer literacy skills through cost accounting simulations.

- Consumer Behaviour, 7.5 cr, G1F (mandatory)*

The course highlights the psychological and behavioural processes associated with consumption, from an individual level to a global societal level. Consumption is discussed and understood from an experience perspective, highlighting the socioculturalisation of consumption.

- Business Administration II - Sensory Marketing, 7.5 cr, G1F (mandatory)*

The course investigates the physical and psychological processes of sensory perceptions as well as the impact of sensory cues on the consumer experience. More specifically, the course provides students with theoretical and practical understanding of how sensorial brand strategies can be developed as to engage consumers emotionally through their senses.

- Business Administration II – organisation, 7.5cr, G1F (mandatory)*

The course participants are offered to deepen their knowledge into the subject areas essential to modern leadership and organizational success. The course takes its stance in a reflective approach to the scholarship whereas several reports – individually or in a group.

- Business Administration II – Business Development and Entrepreneurship, 7.5 cr, G1F (mandatory)*

The course deals with the fundamental concepts, theories and practices within the field of entrepreneurship. It inspires to an entrepreneurial approach with a starting point in opportunity identification. The coursework involves the creation of a business plan.

Year 3

- Business Administration III – Organization, 7.5 cr, G2F (mandatory)*

The course emphasizes the central concepts in the organization studies and aims to equip students with skills enabling them to apply organizational research to practice. The course prepares students for managerial or specialist positions that deal with organisational development related tasks.

- Business Administration III – Research Methods in Business Administration, 7.5 cr, G2F (mandatory)*

This course introduces principal concepts and perspectives in the research process by focusing on the theory of science and scientific method

- Optional courses, 15 cr.

A half semester (15 credits) can be studied abroad, at Linnaeus University or another Swedish university. Prerequisites for courses and the local rules for degrees at Linnaeus

University must always be met.
Alternatively,

- Fieldwork, Applied studies 15 cr, G1F

The course gives the student in-depth knowledge and skills through internships at a company / organization. The internship aims to apply knowledge and skills as well as analyze acquired knowledge and skills during the internship by compiling and analyzing collected empirical material in fieldwork reports.

- Event-based destination development, 7.5 cr, G1F (mandatory)

The course is based on the destination principle of a complete supply of tourist services in accommodation, transport, meals, activities and attractions, who act together and individually for a visitor's needs. The strategic role of events to strengthen stakeholder networks, create and change image, brands and visitor flows are analyzed and conceptualized. Theoretical perspectives on the visitor economy's relationship to events are investigated. Special emphasis is placed on sustainability aspects.

- Business Intelligence and Music Industry, 7.5 cr, G1F (mandatory)

The course concentrates on how data and information can be used for competitive advantage, data and information for creating a competitive advantage, a better support for business decisions and an active statistical data analysis of business operations in the music and event industry in general. The course aims to generate knowledge of and to develop practical skills in using existing tools and platforms of relevance to music and event industry

- Business Administration III – Organization, Degree Project (Bachelor), 15 cr, G2E (mandatory)*

The degree project comprises an independent definition and formulation of a research problem within the field of organization and/or leadership, design and conduct of a scientific study, whereby thesis advisor provides the course participants with the guidance in the field.

Some of the courses in the programme are studied together with students from other programmes and single subject courses, and may be taught in a different order.

* course in the main field of study

A Bachelor's programme of 180 credits must, in accordance with the Higher Education Ordinance, contain at least 90 credits of specialised study in the main field, of which a degree project of at least 15 credits. For additional information, see the local system of qualifications.

Societal Relevance

Music and Event Management is a specialized business economics education aimed at the music and event industry that is a key player in the emerging experience society. Tourism and the hospitality industry, where the event industry is an important part, account for more than three percent of Sweden's GDP and a significant export value. The need for labor, new knowledge and development is great. The education has collaborations and relationships with music, event and experience industry players, both regionally and nationally and internationally. Industry actors are an integral part of the education through lecturers, mentors, project creators, as well as providing internships and participating in seminars and workshops.

Internationalization

Students have the opportunity to study abroad at LNU's partner universities. The program has a number of international partnerships with places selected and adapted to the specific focus of the program. The courses are selected in consultation with, and the intended workload is approved by, the Programme Coordinator(s). If preferred, the participants can undertake an international study experience at any other foreign higher education institution that goes beyond the scope of the collaborative agreements. Exchange students can also be included in the program, which contributes to strengthening the international learning environment.

Internationalization is an integral part of the program through its courses and international outlook. Some of the course literature is in English and international perspectives are included in several courses. Some courses and course elements are given in English where international students participate and international visiting lecturers take part in teaching.

Sustainable societal development

The education provides tools for analysis, planning and development of events and experience industry activities in a sustainability perspective. Students should be able to apply knowledge in Event Management and organizational theory in such a way that the development of the events industry and the music industry's activities can be organized economically, culturally, socially and environmentally sustainable and profitable in perspective of the global sustainability goals in Agenda 2030.

Gender equality and equal conditions are central to Music and Event Management. With critical perspectives on gender and equal conditions, students acquire an understanding of how music and events as social phenomena today and historically are gender-coded and have been characterized by cultural notions of gender, social background, generation / age and ethnicity. It also deals with how professional roles, division of work, career paths, etc. follow certain gender-specific patterns. Analyzing the diversity of expressions and meanings music and events have and are attributed among different people in different places, in different contexts is important as both a commercial and cultural phenomenon.

Quality Development

Continuous evaluation and improvement of the Programme takes place, among other things, through the University's course evaluations, where the results are handled by the programme coordinator and programme council, and feedback is then provided to students and archived. Programme students actively participate in the follow-up and development of the programme through the programme council and through student representatives in the faculty-wide Education Committee. All programmes of the School of Business and Economics also undergo a quality analysis based on the standards of the Association to Advance Collegiate Schools of Business (AACSB), and quality evaluations are conducted for all main subjects through the national quality assurance system with the help of UKÄ (Swedish Higher Education Authority). The School of Business and Economics' faculty-wide quality plan requires, among other things, that a recurrent programme analysis is conducted and that course evaluations are monitored. As part of the university-wide survey, the Linnaeus Barometer, final-year students are asked about their experiences of their education in terms of different quality aspects

Degree Certificate

After completing programme studies, corresponding to the requirements expressed in the Higher Education Ordinance degree order as well as Linnaeus University degree order, the student may apply for a degree. Those who have completed the programme, Music and Event Management may obtain the following degree:

*Bachelor of Science with specialisation in Music and Event Management.
(Main field of study: Business Administration)*

Filosofie kandidatexamen med inriktning mot Music and Event Management
(Huvudområde: Företagsekonomi)

The degree certificate is bilingual (Swedish/English). The degree certificate is accompanied by a Diploma Supplement (English)

Other Information

The eligibility requirements have to be met upon the admission to courses within the degree programme. In those cases when the course is offered in English, the examination will be held in English as well.

Excursions and study trips may be organized throughout the programme, which might entail additional costs for the participant.

The programme is placed at Kalmar campus.

In the event of any discrepancies between the Swedish and English versions of this programme syllabus, the Swedish version is superior.