



## Programme syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

Music & Event Management, 180 högskolepoäng  
Music & Event Management Programme, 180 credits

### Level

First Level

### Establishment of Programme

Established by Organisational Committee 2009-03-26

### Date of Ratification

Approved by Organisational Committee 2009-09-15

The programme syllabus is valid from autumn semester 2010

### Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4). General entry requirements as well as English B, Mathematics B and Civics A

### Description of Programme

Music & Event Management is a business and economics education with specialization in working tasks within the entertainment industry in general and the music business in particular. Special emphasis is placed on events and festivals. The aim is to provide students with a good understanding of the music and entertainment business and its actors, as well as of change and development possibilities from a national and international perspective. Therefore, good opportunities for international experiences are provided in the education.

### Objectives

Central degree objectives in accordance with the Higher Education Ordinance

#### Knowledge and Understanding

For a Bachelor of Science, students should:

- Demonstrate knowledge and understanding within the main field of study for the education, including knowledge of the field's scientific basis, knowledge of applicable methods within the field, advanced studies within some part of the field as well as knowledge of current research questions.

#### Skills and Abilities

For a Bachelor of Science, students should:

- Demonstrate the ability to seek, gather, evaluate and critically interpret relevant information in an approach to a problem as well as to critically discuss phenomena, issues and situations.
- Demonstrate the ability to independently identify, formulate and solve problems as well as to carry out assignments within given timeframes.
- Demonstrate the ability to, both verbally and in writing, account for and discuss information, problems and solutions in conversations with different groups, and
- Demonstrate the knowledge needed to be able to independently work within the field of which the education relates to.

#### Judgment and Approach

For a Bachelor of Science, students should:

- Demonstrate the ability to, within the main field of study for the education, make assessments with consideration for relevant scientific, societal and ethical aspects,
- Demonstrate an insight into the role of knowledge in society and for people's responsibility for how it is used, and
- Demonstrate the ability to identify their need for further knowledge and to develop their own skills.

#### Content

Organisation-wise the education is placed at the Faculty of Business, Economics and Design and is provided at the School of Economics. The programme is led by a programme co-ordinator who is aided by a programme board.

#### *Programme Overview*

The education is comprised of 180 credits. The programme's theoretical bases are a mix of different social-scientific subjects and subject areas such as ethnology, sociology, popular culture studies, cultural studies and anthropology. During the first year, fundamental knowledge in business administration is given. The music business as well as the events sector within the music and events business is specifically dealt with in Music & Event Management. Focus is placed on the actors and culture of the music and events business as well as its development and change. During year two, legal questions of great importance within the music and events sector are introduced. Knowledge in Music & Event Management is deepened through an independent work geared towards the music or events business. Business administration studies within marketing or financial control are also deepened during this academic year. During the third year, the course, Business Administration III with specialization in organization, marketing or financial control is given, including a thesis and elective courses.

#### *Programme Courses*

##### **Year 1**

Music & Event Management I Branch Introduction, 15 credits, level G1N, (obligatory)  
 Business Administration I Organisation and Marketing, 15 credits, level G1N (obligatory)

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Music & Event Management II, 15 credits, level G1F (obligatory)

Business Administration I Accounting and Calculation: 15 credits, level G1N (obligatory)

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##### **Year 2**

Music & Event Management III Branch Related Law: 20 credits, level G1F (obligatory)

Music & Event Management IV Independent Work, 10 credits, level G1F (obligatory)

Business Administration II Specialisation Accounting/Financing or Marketing, 30 credits, level G1F (obligatory)\*

### Year 3

Programme-related elective course – also includes choice of studies abroad, 30 credits  
Business Administration III Specialisation Organisation, Marketing or Financial Control,  
30 credits (of which 15 credits thesis), level G2E (obligatory)\*

The courses may be given in a different order.

Certain courses are given in English.

\* Refers to the programme's main field of study, Business Administration.

#### *External Contacts*

Music & Event Management has partnerships and relationships with actors from the music business and events industry. Branch actors are an integrated part of the education through working as guest lecturers and project managers. The education is linked to a large number of partner, and practical, businesses through which students are given practical knowledge and experiences.

#### *Studies Abroad*

Studies abroad may be carried out during year three. The students can make use of existing agreements with international universities maintained by Linnaeus University. The students are also encouraged to find universities outside the existing contracts.

#### *Perspectives in Education*

The education provides tools for the planning and development of music and entertainment activities in a *sustainable perspective*. Students should understand how to best use community resources so that activity within the music business and events industry are economic, cultural, social and environmentally sustainable and profitable.

An integrated *sex and gender perspective* within teaching provides an understanding for the ways in which music and events as a social phenomenon is, both today and historically, gender-coded and has been characterized by cultural prerequisites on sex, social background, generation/age and ethnicity. Furthermore, the ways in which professional roles, division of labour, career paths etc. follow certain gender-specific patterns are discussed.

Knowledge of music's *diversity* of expression and meaning in different cultures and cultural contexts is central for understanding music's role in people's lives. It is important to analyse the diverse expression and meaning music has among different people in different places and in different contexts in order to understand music as both a cultural and commercial phenomenon.

*Internationalisation* is a natural and integrated part in the programme. Much of the course literature is in English. Some courses and course elements are given in English, where foreign students participate.

### Quality Development

The student is central for the work that is carried out in the programme; therefore, quality issues are dealt with on a daily basis. This is carried out through contact between teachers/personnel and students, in spontaneous, as well as planned, discussions. The Programme Board, which consists of class representatives from every year and responsible persons for the programme/education, meets every semester to discuss the content and development of the education. Furthermore, discussions about the content and development of the education are carried out through well developed contacts with branch representatives often in the form of earlier students, in order to ensure the quality of the education in relation to the branch's specific goals and requirements.

Quality measurement is carried out through course evaluations in verbal and/or written form during every course. What is more, continuous evaluation is carried out where everything beyond the courses is observed. Compilations of different evaluations are available at the seat of learning.

### **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 & Event Management may obtain the following degree:

Bachelor of Science with specialization in Music and Event Management.  
Main field of study: Business Administration

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

Obligatory courses are required for the above named degree.

### **Other Information**

Requirements for all courses within the programme are specified in all course syllabi and should be met at the beginning of the course at the very latest.