



Faculty of Arts and Social Sciences  
Tourism Studies

# Syllabus

## Event management

<b>Course Code:</b>	TVGP22
<b>Course Title:</b>	Event management <i>Event management</i>
<b>Credits:</b>	7.5
<b>Degree Level:</b>	Undergraduate level
<b>Progressive Specialisation:</b>	First cycle, has only upper-secondary level entry requirements (G1N)

**Major Field of Study:**  
TRU (Tourism Studies)

### Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2024-09-05, and is valid from the Spring semester 2025 at Karlstad University.

### Prerequisites

General admission requirements

### Learning Outcomes

Upon completion of the course, students should be able to:

Knowledge and understanding

1. explain the emergence of the event and meeting industry and its importance for the development of destinations in tourism,
2. give an account of theories and models in the field of event management,
3. identify different phases in event management in a tourism context,
4. give an account of how events are organised, conducted, financed, and marketed in tourism from a business and destination perspective, and
- 5 give examples of economic, environmental, and socio-cultural values and effects of events.

Competence and skills

6. analyse events on the basis of a research problem.

Judgement and approach

7. reflect upon the role of the event manager, and

8. assess and critically discuss the effects of events from a sustainability and safety perspective.

### **Content**

The course provides students with basic knowledge of the event industry. Event management involves planning and leading events and major meetings, such as for example festivals, sports events, concerts, and conferences. Students learn the basics of what is required to plan and conduct an event, and how the packaging, marketing, and evaluation of events are done. The importance of an event at a more strategic level is treated through the study of spillover effects in society generally and for tourism in particular. Both the visitor's experienced value and the economic value are treated. Students acquire a holistic understanding of what it means to work with an event and its importance for a company, a place, or any other type of contractor. The course includes a project which involves the planning and evaluation of an event.

### **Reading List**

See separate document.

### **Examination**

Learning outcomes 1-5 are assessed based on an individual written exam.

Learning outcome 6 is assessed based on an individual written hand-in assignment.

Learning outcomes 7-8 are assessed based on individual oral and written participation in seminars.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

### **Grades**

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

### **Quality Assurance**

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

### **Course Certificate**

A course certificate will be provided upon request.

### **Additional information**

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.