



Faculty of Arts and Social Sciences
Tourism Studies

Syllabus

Event management

Course Code:	TVGT22
Course Title:	Event management <i>Event management</i>
Credits:	7.5
Degree Level:	Undergraduate level
Progressive Specialisation:	First cycle, has less than 60 credits in first-cycle course/s as entry requirements (G1F)

Major Field of Study:
TRU (Tourism Studies)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2017-05-24, and is valid from the Spring semester 2018 at Karlstad University.

Prerequisites

General admission requirements

Learning Outcomes

Upon completion of the course, students should be able to

Knowledge and understanding

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

Competence and skills

- analyse events on the basis of research problem,

Judgement and approach

- reflect on the role of the event manager, and
- assess and critically discuss the effects of events from a sustainable and safety perspective.

Content

The course deals with basic knowledge of the event industry. Event management involves planning and leading events and major meetings, for example, festivals, sports events, concerts and conferences. Students learn the basics of what is required to plan and conduct an event, and how packaging,

marketing and evaluating events take place. The importance of an event at a more strategic level is treated through the study of spillover effects generally and for tourism in particular. 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 to a company, a place or any other type of contractor. The course includes a project involving the planning and evaluation of an event.

Reading List

See separate document.

Examination

Assessment is in the form of a take-home exam, participation in mandatory literature seminars and a group project presented orally and in writing.

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.