



## GRADUATE SCHOOL

### **GM1214 Event Management, 7.5 credits**

Event Management, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by Graduate School on 2019-11-21 to be valid from 2020-01-20, spring semester of 2020.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Event Management, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

*Main field of studies*

Business Administration

*Specialization*

A1N, Second cycle, has only first-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Event Management, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

#### **Learning outcomes**

On successful completion of the course, the student will be able to:

1. apply, explain and discuss planning, management and evaluation principles of events
2. critically discuss the role of events and event tourism in society from a sustainable development perspective.

The course is sustainability-related, which means that at least one of the learning outcomes clearly shows that the course content meets at least one of the University of Gothenburg's confirmed sustainability criteria.

### **Course content**

This course introduces the principles and practice of event management and event tourism. Following book chapters, research articles and other recommended material, lectures will provide an overview of concepts and definitions. Students then examine the key management functions applied to event management. The planned event experience is discussed in detail. Event tourism is a theme running through the course, describing how events are marketed to resident and tourist audiences, and how destinations utilize events as attractions and image-makers. The course also covers methods related to evaluation and impact assessment.

### **Form of teaching**

Lectures and group work.

*Language of instruction:* English

### **Assessment**

Learning outcome 1 is assessed through written examination.

Learning outcome 2 is assessed through group work and written examination.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The grade (A-E) corresponds to the total score a student obtains on the individual written exam (60 %) and the group work (40 %). To receive a pass grade (A-E)  $\geq 50\%$  points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F:  $<50\%$

### **Course evaluation**

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.