

Event Management and Economics / Leisure Management exchange program

The objective of the study program in Leisure Management is to give the students a broad and comprehensive knowledge of theories, methods and practical tools that can contribute to identification, analysis and the solving of challenges and tasks **within** economics, marketing, organisation, and management in the leisure industries and more generally in organisations involved in activities within the leisure industries.

The programme aims at employment within the leisure industries, i.e., industries that provide service particularly for the consumers' leisure and event-oriented activities. The Leisure Management program is therefore mainly directed at the following industries: tourism, event, hotel and catering, art and culture as well as sport. Leisure and event-oriented activities may however also include activities in other industries that use the competencies that graduates from the Leisure Management study program will possess.

Through the program in Event Management and Economics, you gain both knowledge and experience in organizing events for all kinds of groups of people. You learn how to develop concepts, plan, coordinate, and lead events in various contexts, and you learn how to ensure that each event is carried out in safe and secure settings, providing everyone with a good experience.

Availability		Spring semester 2025
Course overview		
Course title	Level	ECTS
Tourism Management	3 rd year/Short Cycle/EQF level 6	10
Sport Management	3 rd year/Short Cycle/EQF level 6	10
TransMedia Events and Video Production	3 rd year/Short Cycle/EQF level 6	10
Outdoor and Nature Experiences	2 nd year/Short Cycle/EQF level 6	5
B2B Events	2 nd year/Short Cycle/EQF level 6	5
Music and arts management	2 nd year/Short Cycle/EQF level 6	5

Semester / Course Prerequisites

For courses in the second year, you must have a minimum of 2 semesters studies at higher education level within a relevant program major and a fundamental knowledge of relevant subject areas related to leisure, service, tourism industry.

For courses in the third year, you must have a minimum of 4 semesters studies at higher education level within a relevant program major and a fundamental knowledge of relevant subject areas related to leisure, service, tourism industry.

COURSE DESCRIPTION

COURSE: Tourism Management

10 ECTS

On paper, tourism is seductive and appealing, sparking associations to romantic beach scenes, azure waves, and quality time with our loved ones. As a global industry it plays an important role for both wealthy nations and developing economies. However, tourism also has a darker side as a driver of increased crime rates, poverty, wear and tear. Without responsible tourism management, we risk eroding the destinations that tourists come to see. Thus, we need to develop an understanding of the concept of sustainability and of responsible approaches to tourism development, for example in relation to the environment and the local population. Tourism offers significant economic benefits, such as increased economic activity, currency exchange and job creation, but ideally, it needs to be practiced responsibly.

The Tourism Management course takes its point of departure in the present situation with historical connections. The course provides thematic student assignments with current relevance. You can expect student course work to revolve around destinations, companies, attractions, and tourist behaviour. You will be expected to do independent work activities in the classroom.

Course Content

Throughout the course, the goal will be to address the tourism industry from both a consumer and a production perspective. After completing the course, you will have acquired strong knowledge of sustainability practices and consumer behaviour in the tourism industry as well as an in-depth understanding of its underlying characteristics.

Examination form / Assessment

Oral individual or group examination (max. three students) based on a written assignment.

External examiner.

Learning Outcome

Knowledge

- Possesses basic knowledge about tourism concepts and the contemporary tourism industry.
- Possesses knowledge about key aspects of tourism from both a consumption and a production perspective.
- Possesses knowledge about the concept of sustainability.
- Possesses knowledge about relevant consumer behaviour in the tourism industry.

Skills

- Is able to apply and assess practices with the purpose of promoting sustainability.
- Is able to analyse and assess consumer behaviour within tourism.
- Is able to identify and handle self-elected challenges independently and competently within different types of tourism.

Competencies	<ul style="list-style-type: none"> • Is able to critically integrate knowledge about sustainability in strategic decisions in the tourism industry. • Is able to integrate knowledge about consumer behaviour into the design and making of tourism products. • Is able to assess knowledge about the tourism industry critically. • Is able to assess and apply relevant theoretical schools of thought, perspectives and models in connection with the above.
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Course: Sport Management	10 ECTS
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In recent decades, sport has come to play an increasingly central role in society. Sport has an amazing capacity to unify people and create national and international points of reference in people's minds; it is also among the areas that engage the largest number of volunteers.

Especially during the time of COVID-19 restrictions, we have seen that sport is a high-priority area, as demonstrated by the realization of big and small events, such as the Danish Superliga football tournament and the Olympics. Professional sport in particular revolves around big and small international events, whose broad appeal cements the role of sport in society.

However, sport is about much more than what happens on the field or on the track. With the entry of big money and professionalization many sports clubs face the challenge of striking the right balance in the transition from being associations to being professionally run companies. In this course, you can combine your interest in sport with skills that enable you to handle sporting events and take part in the management of a sporting organization. With an emphasis on the practical aspects of sport management, the course includes the active involvement of commercial sport organizations and offers you unique insights into the world of sports and an overview of future job opportunities.

Course Content

The purpose of the course is to offer an introduction to and understanding of sport management, the particular characteristics of sporting organizations and the tasks involved in the management and development of sporting organizations.

The course covers the following topics: Sports history, strategic sport management, the sport industry, sport marketing, sport economics, media and sports, fundraising, trends and developments in modern sport management, HR and talent management, the structure of the sport industry, ethics and doping, legislation related to sport, sport and consumers/fans and internationalization and globalization in sport.

Examination form / Assessment

Oral individual or group examination (max. two students) based on a paper about a specific case from an organization or company.

External examiner.

Learning Outcome

Knowledge	<ul style="list-style-type: none"> • Possesses knowledge of particular characteristics of sport industry and sporting organizations.
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	<ul style="list-style-type: none"> • Possesses knowledge and understanding of sporting organizations in practice.
Skills	<ul style="list-style-type: none"> • Has acquired specific insights into and is able to reflect on strategic sport management, organizational structures and culture in sport businesses. • Is capable of critical reflection and of advising on the practical pros and cons of applying a particular form of management or governance, recruitment, budgeting and sales methods (strategy) in a particular situation.
Competencies	<ul style="list-style-type: none"> • Is able to demonstrate theoretical knowledge of sport management and to account for the key theories and concepts of the field. • Is able to demonstrate how theories and concepts are applied in practice and offer specific examples of this.

Course: Transmedia Event and Video Production	10 ECTS
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Since the Live Aid concerts back in 1985, events and experiences have increasingly come to span wide geographic distances and are carried by mass media across a growing number of platforms. Today, we not only see events taking place simultaneously in several locations at once; we are also seeing the emergence of a mix of live and on-demand events, a trend that requires increasingly sophisticated transmedia management, planning and production.

Think of Tour de France in 2022 that attracted more than 41.5 million broadcast viewers and a unknow number of fans along the roads and attending affiliated events. Think of Elon Musk’s TEDtalk from 2017 on Building the Future with more than 30 million online viewers, and think of Travis Scott x Fortnite Astronomical Concert in 2020 that attracted more than 12 million viewers online. To date, the concert has had more than 190 million showings on Travis Scott’s own YouTube channel alone. In a time when the Covid-19 pandemic hit the traditional event and leisure industry hard, this concert was an exemplary demonstration of the use of transmedia and its commercial possibilities. Possibilities that lie ahead and a potential that is probably not yet fully explored.

Transmedia and Event Video Production not only requires interdisciplinary planning, collaboration and careful coordination across time and space. It also requires insight into adjacent business areas that may previously have seemed more clearly separate. The Travis Scott x Fortnite concert was a textbook example of the growing integration of media, events, music and gaming.

Course Content

In the Transmedia Event and Video Production course, you will be working on a specific event case, where transmedia management plays a crucial role, for example within comedy, e-sports, music, the culinary scene, or art.

This elective further aims to prepare the student to work with the production of real-life and/or on-demand events across media. The course provides theoretical knowledge of and practical experience with media-based event production, promotion/PR and execution across media and platforms. Among other elements, it builds on the third-semester

course in Event Management but with a particular focus on the before-and-afterlife of the event in media, which may include advertising revenue, sponsorships, ticket sales and traffic.

Examination form / Assessment

Written examination based on an interdisciplinary group project involving a specific case from an organization or company and a pitch presentation. Both the pitch presentation and the written product are included in the final assessment.
External examiner.

Learning Outcome

Knowledge

- Possesses basic knowledge of transmedia production and management.
- Possesses knowledge of the logic and characteristics of the media and event industry and of related synergies.
- Possesses knowledge of different forms of media and event consumption and demand patterns.

Skills

- Is able to identify and undertake project development in relation to different needs, trends and possibilities within the two industries (media and event).
- Is able to plan, produce and present transmedia solution in connection with a media-based event.
- Is able to assess and apply relevant theoretical schools of thought, perspectives and models in relation to the above.

Competencies

- Is able to understand and describe the basic competitive conditions and demand patterns that characterize the industries (media and event).
- Is able to integrate knowledge about competitors and consumers in strategic decisions and practical transmedia solutions.
- Is able to assess and evaluate media and transmedia solutions commercially and critically.

Course: Outdoor and Nature Experiences

5 ECTS

Outdoor activities are increasingly part of our daily lives and an important source of experiences for both locals and tourists.

Planned nature and outdoor experiences in the overlap between nature, tourism and sport are in demand, and as a Leisure Manager, you are an ideal link between different fields and professions. In order to develop satisfactory outdoor experiences, you need to understand the special requirements that apply when planning something in a nature setting, be able to collaborate with actors in and around nature and know how best to accommodate the participants' wishes and motives.

The course draws on knowledge from nature and outdoor life, local tourism, citizen involvement and green volunteers. The course will include presentations and case-based collaborations with representatives from the field.

Course Content	
<p>The main focus of the course is to provide insights into the perspectives you need to consider when working with nature and outdoor experiences. This includes people’s motives for engaging in these experiences, our relationship to nature and the difference between nature as a setting of experiences and as a goal in itself.</p> <p>During the course, you will be introduced you to the different actors within the field from the public, private and third sectors, including collaboration with local citizens and volunteers.</p>	
Examination form / Assessment	
<p>Oral individual or group examination (max. three students) based on a specific case from an organization or company. External examiner.</p>	
Learning Outcome	
Knowledge	<ul style="list-style-type: none"> • Possesses basic knowledge of the extent and form of outdoor life and nature activities in Denmark and the other Nordic countries. • Possesses knowledge of how to plan nature and outdoor experiences that accommodate individual motives. • Possesses knowledge of which considerations and accommodations to include when planning nature experiences.
Skills	<ul style="list-style-type: none"> • Is able to apply knowledge of inclusion and motivation when planning nature experiences. • Is able to base planning on knowledge of relevant trends and target groups. • Is able to collaborate with citizens and volunteers to create nature and outdoor experiences.
Competencies	<ul style="list-style-type: none"> • Is able to navigate in the field with knowledge of the many different actors (public, private and third sectors) and professions operating within this area and their approaches to working with nature experiences and outdoor life. • Is able to assess the value of nature and outdoor experiences in relation to nature as the end and/or means in the experience design. • Is able to draw on specific experiences from cases and personal experiences in the development of new initiatives.

Course: B2B Events	5 ECTS
<p>In recent years, the global business event sector has seen significant growth. The potential for B2B events is rapidly increasing as more businesses recognize the value of face-to-face interactions, networking opportunities, and relationship building in a professional setting. Therefore, this sector offers strong career opportunities and by understanding the economic impact and strategic importance of B2B events, students will be prepared to enter a dynamic and expanding field with excellent job prospects.</p>	
Course Content	

This course will explain the differences between B2C and B2B events and explore the potential of B2B events to drive economic growth and industry innovation. The course focuses on the development, planning, execution, and evaluation of B2B events, including meetings, incentives, conventions, and exhibitions (MICE).	
Examination form / Assessment	
The description will be available in the Autumn 2024	
Learning Outcome	
Knowledge	<ul style="list-style-type: none"> The description will be available in the Autumn 2024
Skills	<ul style="list-style-type: none"> The description will be available in the Autumn 2024
Competencies	<ul style="list-style-type: none"> The description will be available in the Autumn 2024

Course: Music and arts management	5 ECTS
If you see yourself working with music and art in the future, this is the elective course to join.	
Course Content	
<p>The course focuses broadly on production, organization and leadership within the diverse world of music, theatre, cinema, architecture and related artistic and aesthetic fields. Join the class, if you want to share and develop your ideas, interest, knowledge and network with co-students, teachers and external experts from the Danish industry. The course gives you the opportunity to concentrate on an artistic area, of your choice, in an inspiring, academic exploration.</p> <p>Theoretically, the aim is to provide an updated and thorough understanding of current trends, challenges and opportunities in relation to music and arts management. We study both challenges at individual, creative levels, organization structures and industry reports and analysis.</p> <p>In the class, we read and discuss both academic and popular literature, watch documentaries and movies, explore relevant cases and organizations, and invite inspiring guests from the Danish music and arts industries.</p>	
Examination form / Assessment	
<p>Oral individual examination based on a written paper/report on a specific case. The written paper/report can be prepared as groupwork (max. three students). External examiner.</p>	
Learning Outcome	
Knowledge	<ul style="list-style-type: none"> The description will be available in the Autumn 2024
Skills	<ul style="list-style-type: none"> The description will be available in the Autumn 2024
Competencies	<ul style="list-style-type: none"> The description will be available in the Autumn 2024