

Studie- ordning

(Valgfagskatalog – 6.semester)

Leisure Management

Forår 2024



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Bilag til Studieordning for Leisure Management (Valgfagskatalog)

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1. Indledning

Dette valgfagskatalog skal læses i sammenhæng med studieordningen for Professionsbachelor i Leisure Management (samt tilhørende uddannelsesbilag). Leisure Management uddannelsen udbydes udelukkende af Zealand – Sjællands Erhvervsakademi og dette valgfagskatalog er fastsat af Zealand - Sjællands Erhvervsakademi.

2. Fagelementer udbudt som valgfag

Valgfag skal udgøre i alt 20 ECTS af uddannelsens samlede antal ECTS. Heraf skal 10 ECT udbydes som valgfag på uddannelsens 6. semester. Der kan på uddannelsens 6. semester vælges mellem tre valgfag, som er beskrevet yderligere i det følgende.

Valg af valgfag foregår ved, at de studerende orienterer sig i valgfagskataloget. Uddannelsens valgfagskoordinator og valgfagsundervisere tilbyder desuden en valgfagscafé med orientering om valgfagsudbud og mulighed for at stille spørgsmål til fagindhold m.v. Tidspunkt for valgfagscaféen vil fremgå af årgangens skema.

Herefter angiver de studerende deres ønske til valgfag i en formular, udsendt af studieadministrationen. De studerende orienteres pr. mail om denne formular samt om deadline for valg af valgfag.

Er der flere studerende, der ønsker et valgfag, end der er pladser på faget, fordeles pladserne af studieadministrationen. Det tilstræbes så vidt muligt, at man får sin 1. eller 2. prioritet.

Da alle valgfag i foråret 2024 undervises på engelsk, er de følgende beskrivelser af valgfagene på engelsk.

2.1. Tourism Management

Content:

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 current situation and brings in external presenters and thematic assignments with current relevance. You can expect course work revolving around destinations, companies, attractions and tourist behavior as well as high expectations of your preparation and independent activity in the classroom. The course builds on knowledge acquired in previous courses that have addressed the topic of tourism and aims to expand your knowledge of the tourism industry.

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 behavior in the tourism industry as well as an in-depth understanding of its underlying characteristics.

Learning goals:

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 behavior 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 behavior within tourism
- Is able to identify and handle self-elected challenges independently and competently within different types of tourism area

Competencies:

- Is able to critically integrate knowledge about sustainability in strategic decisions in the tourism industry
- Is able to integrate knowledge about consumer behavior 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

Credit:

10 ECTS

2.2. Sport Management

Content:

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.

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.

Learning goals:

Knowledge:

- Possesses knowledge of particular characteristics of sport industry and sporting organizations
- Possesses knowledge and understanding of sporting organizations in practice

Skills:

- 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:

- 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

Credit:

10 ECTS

2.3. Transmedia Event Management and Video Production

Content:

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 unknown 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 208 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 Event Management and 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 events, media, music and gaming.

In the Transmedia Event Management and Video Production course, you will be working on a specific event case, where transmedia management plays a crucial role, for example within fashion, comedy, e-sports, music or 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 transmedia event, which may include video production for various platforms among other things.

International component:

This elective is offered with the option of an international component in the form of a short credit-recognized stay abroad with a physical minimum duration of 5 days, and a student work load corresponding to 3 ECTS. If the elective course is primarily offered in Danish language, the international component means that a portion of the subject which is equivalent to 3 ECTS, will be conducted in English. If the elective is offered in English, the entire course will be offered in English. The study abroad stay will be at Zealand's partner institution, LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE IULM in Italy. For a description of the concrete study abroad stay, please refer to Moodle

Students who choose to participate in the international component of the course must be aware that attendance is mandatory for the planned educational activities, both the mandatory virtual component as well as the physical component (the stay abroad). Participation will be a prerequisite for taking the exam. The international component is assessed separately (pass/fail) at the end of the stay abroad and must be passed. Failure to fulfill prerequisites means that the student cannot take part in the elective exam, and a trial attempt has been used. Students who take part in the international component of the elective subject will have a note added to their diploma stating that the subject has included a successful credit-recognized stay abroad of 3 ECTS. See further description of the exam in the elective course's exam description, which is common to all students on the elective course.

Learning goals:

Knowledge:

- Possesses basic knowledge of transmedia event 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 solutions and appropriate video production 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

Credit:

10 ECTS

3. Prøver i valgfag

Formålet med prøver i uddannelsens fagelementer er at dokumentere, i hvilken grad den studerende opfylder de faglige mål, der er fastsat af uddannelsen og dens elementer. Alle prøver skal bestås med mindst karakteren 02. Den studerende har ret til 3 forsøg pr. prøve. Beståede prøver kan ikke tages om. Det er den studerendes ansvar at sætte sig ind i og overholde Erhvervsakademiets regler for afholdelse af prøver, se også link til gældende regler: <https://www.zealand.dk/docs/Eksamensregler.pdf>. Begyndelse på et uddannelseselement, semester mv. er samtidig tilmelding til de tilhørende prøver.

3.1. Prøve Tourism Management

Forudsætninger for deltagelse i prøven:
Ingen

Prøvens tilrettelæggelse og indhold:
Mundtlig individuel eller gruppeprøve, baseret på en skriftlig opgave om en specifik case fra en virksomhed eller organisation. En gruppe må maksimalt bestå af tre studerende.

Studerende kan vælge at tage prøven på dansk eller engelsk. For en gruppe gælder, at alle gruppemedlemmer skal tage eksamen på samme sprog.

En detaljeret beskrivelse af prøvens tilrettelæggelse og indhold vil være tilgængelig på uddannelsens læringsportal ved undervisningsforløbets begyndelse.

Formkrav:

Antal studerende	Antal normalsider	Antal minutter til mundtlig prøve
1	Maksimalt 7 normalsider	30 minutter
2	Maksimalt 14 normalsider	45 minutter
3	Maksimalt 21 normalsider	60 minutter

En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Omfanget er eksklusive forside, indholdsfortegnelse, litteraturliste, bilagsliste og bilag. Bilag er uden for bedømmelse.

Hvis en skriftlig opgavebesvarelse ikke opfylder formalia, kan bedømmerne afvise opgavebesvarelsen. Hvis opgavebesvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Prøven er med ekstern bedømmelse og der gives individuel karakter efter 7-trinsskalaen. Bedømmelsen er en helhedsvurdering af den skriftlige og mundtlige præstation og sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er som udgangspunkt svarende til den ordinære eksamensform. Dog kan studerende, der ved den ordinære prøve opnåede karakteren 00 eller -3, vælge at

- a. Aflevere den samme skriftlige opgave som ved den ordinære prøve og deltage i en ny mundtlig prøve

eller

- b. Aflevere et tillæg til den skriftlige opgave, der argumenterer for og demonstrerer, hvordan opgaven kan forbedres samt deltage i en ny mundtlig prøve. Tillægget må maksimalt have et omfang på 3 normalsider. Både den oprindelige opgave og tillæg skal afleveres og tillægget skal være klart markeret og adskilt fra opgaven.

3.2. Prøve i Sport Management

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Mundtlig individuel eller gruppeprøve, baseret på en skriftlig opgave om en specifik case fra en virksomhed eller organisation. En gruppe må maksimalt bestå af tre studerende.

Studerende kan vælge at tage prøven på dansk eller engelsk. For en gruppe gælder, at alle gruppemedlemmer skal tage eksamen på samme sprog.

En detaljeret beskrivelse af prøvens tilrettelæggelse og indhold vil være tilgængelig på uddannelsens læringsportal ved undervisningsforløbets begyndelse.

Formkrav:

Antal studerende	Antal normalsider	Antal minutter til mundtlig prøve
1	Maksimalt 7 normalsider	30 minutter
2	Maksimalt 14 normalsider	45 minutter
3	Maksimalt 21 normalsider	60 minutter

En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Omfanget er eksklusive forside, indholdsfortegnelse, litteraturliste, bilagsliste og bilag. Bilag er uden for bedømmelse.

Hvis en skriftlig opgavebesvarelse ikke opfylder formalia, kan bedømmerne afvise opgavebesvarelsen. Hvis opgavebesvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Prøven er med ekstern bedømmelse og der gives individuel karakter efter 7-trinsskalaen. Bedømmelsen er en helhedsvurdering af den skriftlige og mundtlige præstation og sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er som udgangspunkt svarende til den ordinære eksamensform. Dog kan studerende, der ved den ordinære prøve opnåede karakteren 00 eller -3, vælge at

- a. Aflevere den samme skriftlige opgave som ved den ordinære prøve og deltage i en ny mundtlig prøve

eller

- b. Aflevere et tillæg til den skriftlige opgave, der argumenterer for og demonstrerer, hvordan opgaven kan forbedres samt deltage i en ny mundtlig prøve. Tillægget må maksimalt have et omfang på 3 normalsider. Både den oprindelige opgave og tillæg skal afleveres og tillægget skal være klart markeret og adskilt fra opgaven.

3.3. Prøve i Transmedia Event Management and Video Production

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Skriftlig gruppeprøve, baseret på en specifik case fra en virksomhed eller organisation og et mundtligt pitch, der præsenteres af de studerende i undervisningen.

Studerende, der ikke har gennemført deres pitch i undervisningsforløbet, skal forud for aflevering af den skriftlige opgave pitche for underviseren og basere den skriftlige opgave på den opnåede feedback.

En gruppe skal bestå af tre-fem studerende. Mindre grupper eller individuel eksamination er kun mulig på baggrund af en dispensation fra uddannelsens studieleder.

Studerende kan vælge at tage prøven på dansk eller engelsk. Alle gruppemedlemmer skal tage eksamen på samme sprog.

En detaljeret beskrivelse af prøvens tilrettelæggelse og indhold vil være tilgængelig på uddannelsens læringsportal ved undervisningsforløbets begyndelse.

Formkrav:

Opgavens omfang er maksimalt 8 normalsider pr. studerende og for grupper er omfanget

Antal studerende	Antal normalsider
3	Maksimalt 24 normalsider
4	Maksimalt 32 normalsider
5	Maksimalt 40 normalsider

En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Omfanget er eksklusive forside, indholdsfortegnelse, litteraturliste, bilagsliste og bilag. Bilag er uden for bedømmelse.

Den skriftlige opgave skal individualiseres.

Hvis en skriftlig opgavebesvarelse ikke opfylder formalia, kan bedømmerne afvise opgavebesvarelsen. Hvis opgavebesvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Prøven er med ekstern bedømmelse og der gives individuel karakter efter 7-trinsskalaen. Bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er som udgangspunkt svarende til den ordinære eksamensform. Dog kan studerende, der ved den ordinære prøve opnåede karakteren 00 eller -3, vælge at

- a. Aflevere den samme skriftlige opgave som ved den ordinære prøve og deltage i en ny mundtlig prøve

eller

- b. Aflevere et tillæg til den skriftlige opgave, der argumenterer for og demonstrerer, hvordan opgaven kan forbedres samt deltage i en ny mundtlig prøve. Tillægget må maksimalt have et omfang på 2 normalsider. Både den oprindelige opgave og tillæg skal afleveres og tillægget skal være klart markeret og adskilt fra opgaven.

For regler i forbindelse med prøver, bl.a. syge- og omprøver, eksamenssnyd og plagiering, klager og anker samt andre regler for uddannelsen, henvises til studieordningen for Leisure Management.

4. Ikrafttrædelse

Valgfagskataloget er gældende for studerende, der skal vælge valgfag på uddannelsens 6. semester i foråret 2024