

Studie- ordning

(Valgfagskatalog)

Event Management og Økonomi – 4. semester

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Appendix to the local curriculum for Event Management og Økonomi (Elective course catalogue)

Table of contents

1. Introduction	2
2. Local programme elements offered as elective courses	2
2.1. Tourism Management	2
2.2. Sport Management	3
2.3. Bæredygtig forretningsforståelse og ESG-rapportering	4
2.4. Roskilde Festival i teori og praksis	5
2.5. Meeting, Incentive, Conference and Exhibition Management	7
2.6. Management of Art, Culture and Creativity	8
2.7. Outdoor and Nature Experiences	9
2.8. Volunteer Management	10
2.9. Forretningsudvikling	10
3. Elective course tests	11
3.1. Tourism Management test	12
3.2. Sport Management test	12
3.3. Eksamen i Bæredygtig forretningsforståelse og ESG-rapportering	14
3.4. Eksamen i Roskilde Festival i teori og praksis	14
3.5. Meeting, Incentive, Conference and Exhibition Management test	15
3.6. Management of Art, Culture and Creativity test	16
3.7. Outdoor and Nature Experiences test	17
3.8. Volunteer Management test	18
3.9. Eksamen i Forretningsudvikling	18
4. Entry into force	19

1. Introduction

This part of the curriculum must be read in connection with the local part of the curriculum. The local part of the curriculum and this elective course catalogue is laid down by Zealand – Academy of Technologies and Business.

2. Local programme elements offered as elective courses

Elective courses must total 20 ECTS credits of the total ECTS credits of the programme. It is possible to choose between 9 elective courses, which are described in detail in the following.

The programme offers the opportunity to choose *one elective course of 10 ECTS credits* and *two elective courses of 5 ECTS credits* during the 4th semester.

The selection of elective courses takes place by students consulting this elective course catalogue. Afterwards, students submit their preferred electives in a form sent out by the study administration. Students will receive this form via email.

Each student must indicate *two preferences for 10 ECTS courses* and *three preferences for 5 ECTS courses*. The student must choose the elective courses before December 1st. Students who have not submitted the form with their choices before the deadline will automatically be assigned elective courses.

NOTE! It is not a first-come, first-served system; the allocation of elective courses will only begin after the deadline for submitting the form.

If the number of students who wish to take a course exceeds the maximum enrolment for the course, the study administration will allocate the spots. Every effort will be made to ensure that students receive their 1st or 2nd choice whenever possible.

The program's Coordinator can be contacted for questions regarding course selection or the selection process: mije@zealand.dk

Most elective courses are taught in English as they include international exchange students. Therefore, some of the following course descriptions are in English. Three courses are offered in Danish, and their descriptions are provided in Danish.

2.1. Tourism Management

Contents:

On paper, tourism is seductive and appealing, sparking associations to romantic beach scenes, azure waves and quality time with our loved ones. But it is also a profit generating business with a focus on growth and economy. As a global industry, it plays an important role for both wealthy nations and developing economies. The tourism industries form a complex ecosystem, which on the supply side consists of a large number of very different private actors with inconsistent and sometimes contradicting interests, and also many public and third-sector stakeholders with their own agendas. On the consumption side, there are many different kinds of tourism and tourists with behavior which impacts destinations in a number of ways, while indulging in tourism experiences.

However, tourism also has a more problematic side as a driver of wear and tear, poverty and negative environmental, social and economic impact. 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 and job creation, but it needs to be practiced responsibly.

This course has high expectations of your preparation, critical and independent thinking, and active participation in the classroom. It aims to expand your knowledge of the tourism industries. After completing the course, you will have acquired strong knowledge of the practices in the tourism industries as well as an in-depth understanding of their underlying characteristics.

Learning objectives:

Knowledge

The student will have:

- Basic knowledge about tourism concepts and theories
- A fundamental comprehension of the contemporary tourism industry nationally and internationally
- Knowledge about key aspects of tourism from both a production and a consumption perspective
- Knowledge about the role of sustainability in tourism

Skills

The student will be able to:

- Apply basic concepts and theories to empirical tourism cases
- Identify and manage self-chosen challenges independently and competently within different types of tourism area
- Assess different kinds of tourism from a production and a consumption perspective
- Analyse and assess the sustainability of tourism practices

Competencies

The student will be able to:

- Assess knowledge about the tourism industry critically
- Assess and apply relevant theoretical paradigms, perspectives and models in connection with tourism
- Critically integrate knowledge about sustainability into strategic decisions in the tourism industry
- Critically evaluate the consequences of the planning and execution of tourism products

Scope of ECTS:

10 ECTS

2.2. Sport Management

Contents:

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.

Sport has developed to be a high-priority area, as demonstrated by the realization of big and small events, such as the Danish Superliga football tournament and international sport events in different countries. Professional sport 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 objectives:

Knowledge

The student will have:

- Knowledge of particular characteristics of the sport industry and sporting organizations
- Knowledge and understanding of sporting organizations in practice

Skills

The student will be able to:

- Acquire specific insights into and reflect on strategic sport management, organizational structures and culture in sport businesses
- Critically reflect and advise 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

The student will be able to:

- Demonstrate theoretical knowledge of sport management and account for the key theories and concepts of the field
- Demonstrate how theories and concepts are applied in practice and offer specific examples of this

Scope of ECTS:

10 ECTS

2.3. Bæredygtig forretningsforståelse og ESG-rapportering

This elective is taught in Danish and therefore the following description is in Danish.

Indhold:

Liverpool Football Club gør det. Det Kongelige Teater gør det og inden for få år vil rigtig mange eventvirksomheder og deres leverandører og samarbejdspartnere også gøre det. Hvad er det, de vil gøre? De vil udarbejde en ESG-rapport baseret på bæredygtig forretningsforståelse.

I disse år står virksomheder og organisationer over for nye forventninger og vurderingskriterier fra omverdenen, såvel som fra deres medarbejdere og investorer. Virksomheder og organisationer skal på kort tid opbygge bæredygtige kompetencer og kapacitet til at imødekomme disse krav. Faget "Bæredygtig forretningsforståelse og ESG-rapportering" vil klæde studerende på til denne virkelighed, hvor bæredygtighed bliver en dominerende dagsorden på ledelsesgangene såvel som i de daglige operationer.

Valgfaget sigter mod at give de studerende en forståelse af, hvordan bæredygtighed og ESG-principper (Environmental, Social, and Governance) kan integreres i virksomheder og organisationers strategier og daglige drift. De studerende vil lære at anvende teorier, værktøjer og metoder til at analysere bæredygtighed

i en forretningskontekst og udvikle konkrete ESG-rapporter. Faget belyser også de økonomiske, sociale og miljømæssige konsekvenser af virksomheders drift og hvordan ESG-principper kan skabe værdi og reducere risici og blive en udslagsgivende konkurrenceparameter.

2024 blev året, hvor krav til bæredygtighedsrapportering trådte i kraft. 2025 blev dog året, hvor der kom en lille bremse i processen – men det er blot for en stund. Virksomheder vil i højere grad efterspørge bæredygtighedsdata, transparens og rapportering fra leverandører og samarbejdspartnere, uanset om de er omfattet af lovgivningen eller ej. Når producentansvaret bliver udvidet til at omfatte hele værdikæden, kan erhvervskunder f.eks. spørge om dokumentation for Co2-udledning, energikilder, transportformer, bortskaffelse samt genanvendelighed før kontrakter kan underskrives eller genforhandles.

Ved at forbinde ESG-rapporteringen med virksomhedens strategi og forretningsudvikling, handler ESG-rapportering ikke blot om compliance, men kan bidrage til innovation, værdiskabelse og vækst.

Faget henvender sig til studerende, der interesserer sig for corporate strategi, ledelse, forhandling, rapportering og kommunikation.

Læringsmål:

Viden

Den studerende har:

- Viden om bæredygtig forretningsforståelse, cirkulær økonomi, FN's verdensmål og ESG-rapportering
- Viden om relevante politikker, rammebetingelser og lovgrundlag
- Viden om udvalgte virksomheders arbejde med bæredygtighed, særligt ESG-rapportering

Færdigheder

Den studerende kan:

- Udføre en 'dobbelts væsentlighedsanalyse' for selvvalgt virksomhed eller organisation
- Udarbejde en ESG-rapport med nøgletal for en selvvalgt virksomhed eller organisation
- Benytte konkrete værktøjer til udarbejdelse af ESG-rapport for en selvvalgt virksomhed eller organisation

Kompetencer

Den studerende kan:

- Kritisk vurdere en virksomheds nuværende præsentationer på bæredygtighedsområdet
- Diskutere en virksomheds muligheder for forbedringer og bæredygtige initiativer
- Identificere løsningsmuligheder i overensstemmelse med en bæredygtig forretningsstrategi på den korte og den lange bane

ECTS-omfang:

10 ECTS

2.4. Roskilde Festival i teori og praksis

This elective is taught in Danish and therefore the following description is in Danish.

Indhold:

Roskilde Festival er Nordens største kulturbegivenhed. Det er samtidig en af de få tilbageværende non-profit og uafhængige festivaler i Europa, hvilket gør den til noget særligt i branchen og markedet. Med ca. 100.000 betalende gæster og 30.000 frivillige og samarbejdspartnere er festivalen et stort og komplekst projekt, med mange dilemmaer, paradokser og vanskelige prioriteringer.

Valgfaget giver dig viden om og perspektiver på det gode værtskab samt event- og servicedesign med Roskilde Festival som specifik kontekst. Du får forståelse for kompleksiteten i arbejdet med rammer, mål og

forventninger til deltagerne, og bliver en aktiv del af at skulle udvikle, fremme og analysere på festivalens ambitioner og strategiske indsatser indenfor eksempelvis:

- Diversitet og inklusion
- Tryghed og fællesskab
- Affald og cirkularitet
- Wayfinding og tilgængelighed

Som en del af valgfaget skal du som studerende desuden:*

- Arbejde med den konkrete indretning af et foruddefineret campingområde
- Have 32 timer som enten vært, supervisor eller manager i campingområdet
- Udvikle, afvikle og evaluere et event i området

Faget er tilrettelagt således, at du samlet skal bruge 60 timer på festivalen, og det er forventet at du afsætter begge de festivalaktive weekender (i uge 26 og 27 2026), samt de fleste hverdage i uge 27, på tilstedeværelse på Festivalen. Eksamensopgaven er bundet op på elementer, som kun kan gennemføres ved tilstedeværelse.

I ugerne før festivalen har du undervisning og forberedelse, og efterfølgende skal du skrive opgave og evaluere dine indsatser. Valgfaget er således relevant for dig, der ønsker at være med på Roskilde Festival og få faglige indsigter i emner som værtskab, eventplanlægning, frivilligledelse, servicedesign og diversitet.

Læringsmål:

Viden

Den studerende har:

- Viden om Roskilde Festival som kulturbegivenhed, herunder de særegne rammevilkår for en non-profit foreningsbaseret festival
- Viden om det gode værtskab og sammenhængen imellem service og værtskab
- Viden om organisationsstruktur og kultur, og forskelle på det strategiske, taktiske og operationelle niveau

Færdigheder

Den studerende kan:

- Udarbejde en målgruppeanalyse og konceptudvikle et passende event til dette
- Arbejde med værtskab på området, herunder oversætte træning til praksis
- Analysere på potentialer i forhold til udvalgte prioriterede indsatser

Kompetencer

Den studerende kan:

- Udleve festivalens strategiske prioriteringer som en del af driften igennem godt værtskab
- Udvikle, gennemføre og evaluere et målgruppeorienteret event på campingområdet
- Indgå i tværfaglige samarbejder i en kompleks midlertidig organisation

**Studerende der har været i praktik på Roskilde Festival i 2025, kan få tilbudt andre opgaver på festivalen, og stadig vælge dette valgfag.*

Scope of ECTS:

10 ECTS

2.5. Meeting, Incentive, Conference and Exhibition Management

Contents:

In recent years, the global business event sector has seen a significant growth, and one of the fastest growing sectors of tourism is MICE (Meeting, Incentive, Convention and Exhibition) tourism.

This form of tourism is predominantly associated with business travel and is exciting from an economic perspective, as MICE guests spend more money than ordinary holidaymakers. This makes it very interesting for many companies and destinations to focus on this particular form of travel. Therefore, the MICE 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.

This course is an international course in cooperation with business universities in The Netherlands and Finland. The international students are here for one week and the course programme is concentrated to this week and a few online lectures with international teachers in the weeks before.

In the course we will explain the differences between B2C and B2B events and explore the potential of B2B events to drive economic growth and industry innovation. The specific aspects of meetings, incentives, conference and events will be discussed, including implications for tourism development, conference marketing, management of meetings and conferences, financial management, risk analysis, and trends in the industry.

We will visit some of the most important organisations in the MICE sector and invite key note speakers from the industry. The students will also be invited to critically reflect on how destinations make use of MICE as a development platform.

As this course is an international course, Zealand has only a limited number of spots (20-25 students). If the number of students who wish to take a course exceeds the maximum enrolment for the course, the study administration will allocate the spots.

To take this course you will have to be able to participate in all lectures from Sunday, March 8th until Saturday, March 14th (please note, that there will be teaching every day during the period, including Sunday and Saturday). Participating in a group presentation on Saturday, March 14th is also mandatory.

Learning objectives:

Knowledge

The student will have:

- Knowledge of the most important concepts that deal with MICE tourism
- Knowledge and understanding of the development and current trends in MICE tourism
- An understanding of the management processes in connection with MICE tourism

Skills

The student will be able to:

- Apply relevant theories, models and tools in the development of MICE tourism
- Demonstrate specific insight into the management processes associated with MICE

Competencies

The student will be able to:

- Independently analyze and plan conferences and B2B events.
- Demonstrate analytical skills in MICE tourism and use these skills innovatively

Scope of ECTS:
5 ECTS

2.6. Management of Art, Culture and Creativity

Contents:

Art and culture play a central role in Danish event life, where concerts, art exhibitions, theatre, dance and other artistic expressions are key to the experience economy.

The course focuses on tendencies in management and organization. The aim is to provide an updated and thorough understanding of current challenges and opportunities in relation to management of creative business processes within art and culture.

We study current trends within studies of artistic and creative processes (technology, sustainability etc.) and e.g., psychological perspectives on collaboration with, management of and the well-being of creative people, at individual, organization and cultural levels.

Join the class, if you want to share and develop your ideas, interest, knowledge with co-students, teachers and external experts from the Danish creative industry.

The course gives you the opportunity to concentrate on an artistic area of your own choice, in an inspiring, academic exploration. In the class, we explore relevant cases and organizations, and invite inspiring guests from the Danish cultural and creative industries.

If you see yourself working with music, art or another aesthetic field in the future, this is the elective course to join.

Learning objectives:

Knowledge

The student will have:

- Knowledge about management of artistic and creative processes
- Knowledge of challenges related to creative processes of planning artistic events and experiences
- Knowledge of current trends within the field related to management and organization

Skills

The student will be able to:

- Apply knowledge of management and organisation to the planning of events and experiences within art and culture
- Base planning of events on knowledge of current tendencies within art and culture
- Identify, describe and explain differences between management and organisation within artistic and other fields

Competencies

The student will be able to:

- Analyze and assess specific organisational challenges and opportunities in relation to creative processes within art and culture
- Present and discuss relevant solutions to challenges related to management within the field
- Draw on specific experiences from cases and personal experiences in the development of new initiatives

Scope of ECTS:
5 ECTS

2.7. Outdoor and Nature Experiences

Contents:

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

Planned outdoor and nature experiences in the overlap between nature, tourism and sport are in demand, and as an Event 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 visits, presentations and case-based collaborations with representatives from the field.

The main focus of the course is to provide insights into the perspectives you need to consider when working with outdoor and nature 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.

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.

Learning objectives:

Knowledge

The student will have:

- Basic knowledge of the extent and form of outdoor life and nature activities in Denmark and the other Nordic countries
- Knowledge of how to plan outdoor and nature experiences that accommodate individual motives
- Knowledge of which considerations and accommodations to include when planning nature experiences

Skills

The student will be able to:

- Apply knowledge of inclusion and motivation when planning nature experiences.
- Base planning on knowledge of relevant trends and target groups.
- Plan for collaborations with citizens and volunteers to create outdoor and nature experiences.

Competencies

The student will be 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
- Assess the value of outdoor and nature experiences in relation to nature as the end and/or means in the experience design
- Draw on specific experiences from cases and personal experiences in the development of new initiatives

Scope of ECTS:

5 ECTS

2.8. Volunteer Management

Contents:

Volunteers are a big and essential part of many events. Festivals, sports and cultural activities all have a participatory aspect which in many cases means collaborating with volunteers – either directly or indirectly through different groups and associations.

Though volunteers have been a part of these fields for more than a hundred years, volunteers were for a long time seen merely as a resource. Later the understanding of i.e., the specific recruitment, leadership, motivation and commitment of volunteers has been seen as something to be understood in its own terms.

In this course, you will get an in-depth understanding of the processes surrounding volunteer management, from recruitment and organising to motivation, leadership and retention of the volunteers. We will explore the difference between the management of stable volunteers, who are in the organization for longer periods and the volunteers who are there briefly for an event. The course will, with a theoretical basis, also offer an understanding of the differences between volunteering in i.e., sports and festivals.

The purpose of the course is to give you an understanding of volunteer management and the particular set of skills and methods needed when working with volunteers.

Learning objectives:

Knowledge

The student will have:

- Knowledge of particular characteristics of volunteer management in different fields
- Knowledge of differences in managing long- and short-term volunteers

Skills

The student will be able to:

- Make strategies for the recruitment, organizing and retaining of volunteers
- Critically reflect on the leadership and motivational work needed, when working with volunteers

Competencies

The student will be able to:

- Demonstrate theoretical knowledge of volunteer management and account for the key theories and concepts of the field
- Demonstrate how theories and concepts are applied in practice and offer specific examples of this

Scope of ECTS:

5 ECTS

2.9. Forretningsudvikling

This elective is taught in Danish and therefore the following description is in Danish.

Indhold:

Oplevelses- og eventproduktion er karakteriseret ved en intens konkurrence, et kontinuerligt behov for forretningsudvikling og en betydelig efterspørgsel efter medarbejdere med stærke entreprenante og kreative kompetencer.

Dette valgfag gør dig i stand til at identificere nye markedsmuligheder og skabe innovative forretningskoncepter, der både er konkurrence- og bæredygtige.

Ud over at arbejde med idé- og konceptudvikling giver faget kompetencer til klart og præcist at præsentere nye forretningskoncepter, en indsigt i grundlæggende jura på området for forretningsudvikling og herunder

fokuserer vi på selskabsformer og rettighedsbeskyttelse af forretningsidéer, koncepter og produkter. Derudover fokuserer faget overordnet på finansieringsbehov og finansieringsmuligheder.

Igennem hele fagforløbet arbejder du med udvikling af din egen individuelle forretningsidé, som enten kan være en idé til en ny virksomhed (entreprenørskab) eller en idé til forretningsudvikling, et nyt værditilbud eller et nyt produkt i en eksisterende virksomhed (intraprenørskab). Du får således mulighed for selv at definere din eksamenscase og arbejde med en specifik branche eller område inden for event management, som du har en særlig interesse for.

Valgfaget er relevant for dig, der ønsker at opnå efterspurgte kompetencer til forretningsudvikling, som kan anvendes både som iværksætter og som vil gøre dig til en værdifuld medarbejder i eksisterende eventvirksomheder og -organisationer, der søger nytænkende talenter til at drive vækst og innovation.

For at deltage i dette valgfag skal du enten allerede have en forretningsidé eller en idé til udvikling af et forretningsområde i en eksisterende virksomhed – eller være i stand til at udvikle en sådan idé tidligt i undervisningsforløbet.

Læringsmål:

Viden

Den studerende har:

- Viden om begreber og teorier inden for entreprenørskab og intraprenørskab
- Viden om klassiske forretningsmodeller, deres karakteristika, styrker og svagheder
- Grundlæggende viden om juridiske og finansielle emner, der er relevante for opstart af egen virksomhed eller udvikling af nye forretningsområder i eksisterende virksomheder

Færdigheder

Den studerende kan:

- Identificere megatrends, samfundstendenser og markedsbehov der kan omsættes til nye forretningsidéer eller forretningsområder
- Redegøre for centrale metoder til validering og test af en ny forretningskoncepter og reflektere over relevansen af disse

Kompetencer

Den studerende kan:

- Gennemføre branche- og konkurrentanalyser på et basalt niveau
- Udvikle en fuld forretningsmodel på baggrund af en specifik forretningsidé samt reflektere over og begrunde beslutninger og valg i forhold til denne
- Præsentere et nyt forretningskoncept klart og præcist for specifikke interessenter eller målgrupper

ECTS-omfang:

5 ECTS

3. Elective course tests

The purpose of tests in the academic elements is to document to what extent the student meets the professional and academic goals set by the study programme and its elements. All tests must be passed with the minimum grade 02. The student is entitled to 3 attempts per test. Passed tests cannot be retaken. It is the student's responsibility to acquaint and comply with Zealand's rules for tests and exams, see also link to current rules on <https://www.zealand.dk/docs/Eksamensregler.pdf>. With the commencement of an academic element, a semester, etc., the student automatically registers for the associated tests and exams.

For courses taught in English, the exam can be taken in either Danish or English. For courses taught in Danish, the exam must be taken in Danish.

3.1. Tourism Management test

Prerequisites for participation in the test:

None.

Planning and contents of the test:

Oral group exam based on a written outline for the oral presentation in groups of two to five students. The written outline will serve as the basis for the oral exam.

Individual examinations are only allowed with special permission from the Head of Study.

The students must prepare a presentation based on empirical data from a specific case such as an organisation or destination. The presentation should be problem-oriented and have a research question and a conclusion. It should last maximally 8 minutes per student.

Students can choose to take the test in Danish or English. All group members must take the exam in the same language.

The time allocated for the oral examination (including assessment) is as follows:

Number of students	Examination time (incl. assessment)
2 student	45 minutes
3 students	60 minutes
4 students	70 minutes
5 students	80 minutes

Formal requirements:

The written outline must be a maximum of 1 standard page regardless of the number of group members.

A standard page is 2.400 characters including spaces and footnotes.

Assessment criteria:

The test is internally assessed, and an individual grade is given according to the 7-point grading scale. The grading is based solely on the student's oral performance and is evaluated according to the learning objectives of the elective course.

Temporal placement:

The test is held at the end of the period.

Re-examination due to illness or failed exam:

The re-examination due to illness or failed exam correspond to the ordinary exam, but can be changed according to circumstances.

3.2. Sport Management test

Prerequisites for participation in the test:

None

Planning and contents of the test:

Oral individual or group test based on a synopsis. A group can consist of a maximum of 3 students. Groups of more than three students are only allowed with special permission from the Head of Study.

The time allocated for the oral examination (including assessment) is as follows:

Number of students	Examination time (incl. assessment)
1 student	25 minutes
2 students	45 minutes
3 students	60 minutes

Students can choose to take the exam in Danish or English. All group members must take the exam in the same language.

Formal requirements:

Number of students	Number of standard pages for the synopsis
1 student	Maximum of 2 standard pages
2 students	Maximum of 2,5 standard pages
3 students	Maximum of 3 standard pages

A standard page is 2.400 characters including spaces and footnotes. The extent excludes the cover page, table of contents, bibliography, list of appendices, and appendices themselves. Appendices are not included in the assessment.

If a written assignment does not meet the formal requirements, the assessors may reject the assignment. If the assignment is rejected, no grade will be given, and the student will have used an exam attempt.

Students can choose to submit the synopsis in Danish or English. All group members must take the exam in the same language.

Assessment criteria:

The test is internally assessed, and an individual grade is given according to the 7-point grading scale. The assessment is a holistic evaluation of the written synopsis and the oral performance and is based on the learning objectives for the elective course.

Temporal placement:

The test is held at the end of the teaching period.

Re-examination due to illness or failed exam:

The re-examination and exam due to illness correspond to the regular exam format. However, students who achieved a grade of 00 or -3 at the ordinary examination may choose to

a. Submit the same written assignment as for the ordinary exam and make the necessary improvements and corrections.

or

b. Submit a new written assignment.

In both cases, there will be a new oral exam.

3.3. Eksamen i Bæredygtig forretningsforståelse og ESG-rapportering

This elective is taught in Danish and therefore the following description is in Danish.

Forudsætninger for deltagelse i eksamen:

Ingen

Eksamens tilrettelæggelse og indhold:

Skriftlig gruppeeksamen, baseret på en specifik case fra en selvvalgt virksomhed eller organisation.

En gruppe skal bestå af tre til fem studerende. Anden gruppestørrelse eller individuel eksamination er kun muligt på baggrund af en dispensation fra uddannelsens studieleder.

De afleverede rapporter skal være på dansk.

Formkrav:

Antal studerende	ESG rapport (template i PowerPoint)	Uddybende rapport i Word
3	Maksimalt 15 sider PowerPoint	Maksimalt 12 normalsider
4	Maksimalt 15 sider PowerPoint	Maksimalt 15 normalsider
5	Maksimalt 15 sider PowerPoint	Maksimalt 18 normalsider

De afleverede rapporter skal individualiseres. Dette gælder således både ESG-rapporten og den uddybende rapport i Word.

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 opgave-besvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Eksamen er med intern censur og der gives individuel karakter efter 7-trinsskalaen. Bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Eksamen afholdes ved undervisningsforløbets afslutning.

Syge- og reeksamen:

Syge- og reeksamen er som udgangspunkt svarende til den ordinære eksamensform. Dog kan studerende, der ved den ordinære eksamen opnåede karakteren 00 eller -3, vælge at udarbejde et tillæg til den oprindelige rapport

Såfremt et eller flere gruppemedlemmer går til reeksamen fordi tidligere eksamensforsøg ikke er bestået, skal den/de studerende aflevere den samme gruppeopgave som oprindeligt, men med de individuelle afsnit, den/de studerende er ansvarlige for, i en omskrevet version.

Såfremt en studerende går til reeksamen alene fordi vedkommende ikke deltog i den ordinære gruppeeksamen, kan uddannelsen beslutte et tilrettet eksamensformat.

3.4. Eksamen i Roskilde Festival i teori og praksis

Forudsætninger for deltagelse i eksamen:

Det er en forudsætning for at tage eksamen, at den studerende har deltaget på Roskilde Festival i funktion af frivillig samt har deltaget i planlægning og afvikling af et event, produceret i en gruppe, under festivalens first days.

Eksamens tilrettelæggelse og indhold:

Eksamen består af en praktisk gruppeeksamen, bestående af planlægning og afholdelse af et event på et foruddefineret campingområde på Roskilde Festival, suppleret af en individuel skriftlig opgave.

En gruppe skal bestå af mellem fire og otte studerende. Anden gruppestørrelse er kun muligt på baggrund af en dispensation fra uddannelsens studieleder.

Formkrav:

Den individuelle skriftlige opgave skal have et omfang på maksimalt 3 normalsider, minimum 2,5 sider. En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Forside, indholdsfortegnelse, litteraturliste samt bilag tæller ikke med heri og bilag er uden for bedømmelse.

Hvis den skriftlige opgave ikke opfylder formalia (fastsat i studieordningen), kan bedømmerne afvise opgavebesvarelsen. Hvis opgavebesvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Eksamen er med intern censur. Der gives individuel karakter efter 7-trinskalaen ud fra en helhedsvurdering af den praktiske gruppeeksamen (planlægning og afholdelse af et event på Roskilde Festival) og den skriftlige opgave og bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Den praktiske gruppeeksamen afholdes som en del af undervisningsforløbet, den øvrige del af eksamen afholdes ved undervisningsforløbets afslutning.

Syge- og reeksamen:

Syge- og reeksamen er svarende til den ordinære eksamensform, men kan ændres efter omstændighederne.

3.5. Meeting, Incentive, Conference and Exhibition Management test

Prerequisites for participation in the test:

It is a prerequisite for taking the test that the student has participated in all lectures from Sunday, March 8th until Saturday, March 14th (please note, that there will be teaching every day during the period, including Sunday and Saturday). During this period the students will work on an assignment in groups with mixed participants. All groups will present their work Saturday, March 14th and participating in this presentation is also a prerequisite for taking the test.

Planning and contents of the test:

Written individual synopsis. The synopsis reflects the group work.

Students can choose to make the synopsis in Danish or English.

Formal requirements:

The written synopsis must be a maximum of 3 standard pages.

A standard page is 2.400 characters including spaces and footnotes. The extent excludes the cover page, table of contents, bibliography, list of appendices, and appendices themselves. Appendices are not included in the assessment.

If a written assignment does not meet the formal requirements, the assessors may reject the assignment. If the assignment is rejected, no grade will be given, and the student will have used an exam attempt.

Assessment criteria:

The test is internally assessed, and an individual grade is given according to the 7-point grading scale. The assessment is an evaluation of the written synopsis and is based on the learning objectives for the elective course.

Temporal placement:

The test is held at the end of the teaching period.

Re-examination due to illness or failed exam:

The re-examination and exam due to illness correspond to the regular exam format. However, students who achieved a grade of 00 or -3 at the ordinary examination may choose to

- a. Submit the same written assignment as for the ordinary exam and make the necessary improvements and corrections.
- or
- b. Submit a new written assignment.

Re-examination if the student does not fulfill the prerequisite:

The re-examination will be a written assignment of 12 standard pages.

The student can choose between:

- a. Submit a written assignment with the same topic as for the group work.
- or
- b. Submit a written assignment with a relevant topic selected by the student.

3.6. Management of Art, Culture and Creativity test

Prerequisites for participation in the test:

None

Planning and contents of the test:

Written individual or group paper based on a specific case from a company or organization. A group can consist of a maximum of four students. Groups of more than four students are only allowed with special permission from the Head of Study.

Students can choose to submit the exam paper in Danish or English. All group members must take the exam in the same language.

Formal requirements:

Number of students	Number of standard pages
1 student	Maximum of 5 standard pages
2 students	Maximum of 7 standard pages
3 students	Maximum of 9 standard pages
4 students	Maximum of 11 standard pages

A standard page is 2.400 characters including spaces and footnotes. The extent excludes the cover page, table of contents, bibliography, list of appendices, and appendices themselves. Appendices are not included in the assessment.

If a written assignment does not meet the formal requirements, the assessors may reject the assignment. If the assignment is rejected, no grade will be given, and the student will have used an exam attempt.

Assessment criteria:

The test is internally assessed. The test is assessed as a group exam and a common grade according to the 7-point grading scale is given to all group members. The assessment is based on the written performance and is evaluated according to the learning objectives of the elective course.

Temporal placement:

The test is held at the end of the teaching period.

Re-examination due to illness or failed exam:

The re-examination and exam due to illness correspond to the regular exam format. However, students who achieved a grade of 00 or -3 in the regular exam can choose to:

a. Submit the same written assignment as in the regular exam with the necessary improvements and corrections.

or

b. Submit a completely new written assignment.

3.7. Outdoor and Nature Experiences test

Prerequisites for participation in the test:

None.

Planning and contents of the test:

Oral group exam based on a written outline for the oral presentation in groups of two to five students. The written outline will serve as the basis for the oral exam.

Individual examinations are only allowed with special permission from the Head of Study.

The students must prepare a presentation based on empirical data from a specific case such as an organisation or destination. The presentation should be problem-oriented and have a research question and a conclusion. It should last maximally 8 minutes per student.

Students can choose to take the test in Danish or English. All group members must take the exam in the same language.

The time allocated for the oral examination (including assessment) is as follows:

Number of students	Examination time (incl. assessment)
2 student	45 minutes
3 students	60 minutes
4 students	70 minutes
5 students	80 minutes

Formal requirements:

The written outline must be a maximum of 1 standard page regardless of the number of group members.

A standard page is 2.400 characters including spaces and footnotes.

Assessment criteria:

The test is internally assessed, and an individual grade is given according to the 7-point grading scale. The grading is based solely on the student's oral performance and is evaluated according to the learning objectives of the elective course.

Temporal placement:

The test is held at the end of the period.

Re-examination due to illness or failed exam:

The re-examination due to illness or failed exam correspond to the ordinary exam, but can be changed according to circumstances.

3.8. Volunteer Management test

Prerequisites for participation in the test:

None.

Planning and contents of the test:

Oral group exam based on a written outline for the oral presentation in groups of two to five students. The written outline will serve as the basis for the oral exam.

Individual examinations are only allowed with special permission from the Head of Study.

The students must prepare a presentation based on empirical data from a specific case such as an organisation or destination. The presentation should be problem-oriented and have a research question and a conclusion. It should last maximally 8 minutes per student.

Students can choose to take the test in Danish or English. All group members must take the exam in the same language.

The time allocated for the oral examination (including assessment) is as follows:

Number of students	Examination time (incl. assessment)
2 student	45 minutes
3 students	60 minutes
4 students	70 minutes
5 students	80 minutes

Formal requirements:

The written outline must be a maximum of 1 standard page regardless of the number of group members.

A standard page is 2.400 characters including spaces and footnotes.

Assessment criteria:

The test is internally assessed, and an individual grade is given according to the 7-point grading scale. The grading is based solely on the student's oral performance and is evaluated according to the learning objectives of the elective course.

Temporal placement:

The test is held at the end of the period.

Re-examination due to illness or failed exam:

The re-examination due to illness or failed exam correspond to the ordinary exam, but can be changed according to circumstances.

3.9. Eksamen i Forretningsudvikling

Forudsætninger for deltagelse i eksamen:

Det er en forudsætning for at tage eksamen, at den studerende har deltaget i et praktisk eksamenselement i undervisningsforløbet, bestående af præsentation af en pitch.

Eksamens tilrettelæggelse og indhold:

Eksamen består af en praktisk individuel eller gruppeeksamen i form af en pitch på 2-3 minutter, udviklet og trænet i grupper og præsenteret i undervisningen, suppleret af en individuel skriftlig opgave. En gruppe kan bestå af maksimalt tre studerende. Grupper på mere end tre studerende er kun muligt på baggrund af en dispensation fra uddannelsens studieleder.

Formkrav:

Den individuelle skriftlige opgave må maksimalt have et omfang på 6 normalsider, minimum 5 sider, hvori der obligatorisk skal indgå et udfyldt Business Model Canvas. En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Forside, indholdsfortegnelse, litteraturliste samt bilag tæller ikke med heri og bilag er uden for bedømmelse.

Hvis det praktiske eksamenselement (pitch) eller den skriftlige opgave ikke opfylder formalia (fastsat i studieordningen), kan bedømmerne afvise opgavebesvarelsen. Hvis opgavebesvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Eksamen er med intern censur. Der gives individuel karakter efter 7-trinskalaen ud fra en helhedsvurdering af det praktiske eksamenselement (pitch) og den skriftlige opgave og bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Det praktiske eksamenselement (pitch) afholdes som en del af undervisningsforløbet, den øvrige del af eksamen afholdes ved undervisningsforløbets afslutning.

Syge- og reeksamen:

Syge- og reeksamen er svarende til den ordinære eksamensform, men kan ændres efter omstændighederne.

Rules regarding tests, including re-examination due to illness or failed exam, cheating and plagiarism, complaints and appeals, and other rules for the programme can be found in the local part of the curriculum.

4. Entry into force

The elective course catalogue is effective for students who must choose elective courses for spring 2026.