

Studie- ordning

(Valgfagskatalog)

Event Management og Økonomi

Forår 2027



Rasmus Frimodt, rektor

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. Strategic Video and Podcast Marketing	4
2.4. Roskilde Festival i teori og praksis	5
2.5. Innovative Conference and Exhibition Management	6
2.6. Management of Art, Culture and Creativity	7
2.7. Outdoor and Nature Experiences	8
2.8. Volunteer Management	9
2.9. Forretningsudvikling	10
2.10. Bæredygtighed i forsyningskæden, fra strategi til handling	11
3. Elective course exams	12
3.1. Tourism Management exam	12
3.2. Sport Management exam	13
3.3. Strategic Video and Podcast Marketing exam	14
3.4. Eksamen i Roskilde Festival i teori og praksis	15
3.5. Innovative Conference and Exhibition Management exam	16
3.6. Management of Art, Culture and Creativity exam	17
3.7. Outdoor and Nature Experiences exam	17
3.8. Volunteer Management exam	18
3.9. Eksamen i Forretningsudvikling	19
3.10. Eksamen i Bæredygtighed i forsyningskæden, fra strategi til handling	19
4. Entry into force	20

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 10 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 sometime in November. 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.

In addition, tourism 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 and reflection in the classroom. After completing the course, you will have acquired comprehensive knowledge of the composition of the tourism industries as well as an in-depth understanding of their underlying characteristics and practices.

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 analyse self-chosen challenges independently within different types of tourism areas
- 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
- Critically evaluate the consequences of the planning and execution of tourism products
- Apply relevant theoretical concepts, perspectives and models in connection with tourism
- Critically integrate knowledge about sustainability into strategic decisions in the tourism industry

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. Strategic Video and Podcast Marketing

Contents:

Imagine transforming your boldest ideas into captivating stories that resonate across screens and speakers.

The Strategic Video and Podcast marketing course is your gateway to mastering the art of crafting compelling narratives that captivate audiences, whether they are watching, listening, or interacting.

The ability to create compelling video and podcast content is a crucial skill for any business professional. Whether you are aiming to build your personal brand, enhance corporate communication, or develop innovative marketing and experiential strategies, mastering these mediums can set you apart in a competitive job market. This elective is designed to equip you with the tools and techniques to excel in this dynamic field.

This course dives into multiple marketing disciplines, such as inbound, outbound, storytelling, video, podcast, and experiential campaigns that transcend traditional formats. You will explore how to craft memorable, interactive encounters with audiences across various digital and physical touchpoints.

Through the elective, you will learn how to plan and produce content, blending the theory of transmedia and cross-platform storytelling with practical skills in video production and podcast creation. Too many

companies are posting content without a plan or purpose – with this course, you will help marry creativity with strategy.

Learning objectives:

Knowledge

The student will have:

- Knowledge on how to apply storytelling to capture an audience's attention in a noisy marketplace
- Insight into the role of video content, podcasts, and digital media in creating experiences
- Knowledge of trends in consumer behavior related to media and experience consumption, particularly across digital platforms

Skills

The student will be able to:

- Design and implement content campaign on a strategic and operational level
- Produce brand activation strategies, including social media, video production and podcast creation, in connection with storytelling and experiential promotion
- Apply key marketing theories and models in the context of brand activation strategies

Competencies

The student will be able to:

- Analyze competitive landscapes and consumer preferences to inform strategic brand activation decisions
- Integrate video and podcast content into coherent strategies
- Critically evaluate the platform and media potential of brand activation solutions

Scope of ECTS:

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 en række faglige discipliner indenfor festivalens arbejdsområder. Du får mulighed for at indgå i afviklingen af festivalen med særligt fokus på de funktioner, som er tæt på deltagerne i situationer som kræver faglighed og koordinering.

I ugerne før festivalen har du undervisning og forberedelse, og efterfølgende skal du skrive opgave og evaluere din læring. Valgfaget er således relevant for dig, der ønsker at være med på Roskilde Festival og få faglige indsigter i emner som værtskab, eventplanlægning, sikkerhed og frivilligledelse. Faget er tilrettelagt på en måde, hvor du forventes at bruge 40 timer på festivalen. De 32 timer har du vagter på lige fod med frivillige og de 8 timer laver du egne observationer. Derudover har du undervisning både på Zealand og Roskilde Festival. Da undervisningen hos Roskilde Festival i ugerne op til festivalen foregår sammen med deres frivillige må du påregne deltagelse i kurser om aftenen og evt. i weekenden.

Deltagelse på Roskilde Festival i perioden fra 26. juni til og med 3. juli 2027 er en forudsætning for deltagelse på faget. De studerendes deltagelse på festivalen er under sammenlignelige vilkår med festivalens frivillige og derfor får de studerende på valgfaget adgangstegn til festivalen samt forplejning på vagter.

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:

- Indgå i afviklingen af Roskilde Festival med de nødvendige forudsætninger
- Arbejde med sikkerhed og værtskab, og oversætte teori til praksis
- Analysere egen oplevelse og praksis og identificere egne læringsbehov

Kompetencer

Den studerende kan:

- Udleve festivalens strategiske prioriteringer som en del af driften igennem godt værtskab
- Indgå i tværfaglige samarbejder i en kompleks midlertidig organisation
- Koble teori og praksis og identificere udviklingsmuligheder for sig selv og Roskilde Festival

Scope of ECTS:

10 ECTS

2.5. Innovative Conference and Exhibition Management

Content:

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, Belgium and Finland. This course will be a combination of online guest lectures in March 2027 and a trip to Amsterdam in the period: April 11th to April 17th 2027.

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. Some of 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 organisations in the MICE sector in Amsterdam 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 (10-15 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 the study trip to Amsterdam and registration is binding.

Students will be able to get the trip financed by support from ERASMUS.

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 in Amsterdam
- 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 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. During the course, you will join local festivals and/or events as a volunteer yourself, and that will be the basis for the reflections in class and the test.

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

2.10. Bæredygtighed i forsyningskæden, fra strategi til handling

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

Indhold:

I en tid, hvor bæredygtighed er en nøgelfaktor for virksomheders succes, spiller indkøbere og ansvarlige for forsyningskæden en central rolle. Mange virksomheder står i dag over for store udfordringer med at sikre stabile leverancer – til rette tid, sted og pris – samtidig med at der tages hensyn til kvalitet, miljø og social ansvarlighed.

Dette valgfag giver dig indsigt i, hvordan bæredygtighed kan integreres i indkøbs- og forsynings-processer. Du lærer at identificere og vælge leverandører ud fra både økonomiske og bæredygtige kriterier.

Undervisningen adresserer de aktuelle udfordringer med at sikre rettidige og ansvarlige leverancer og giver dig praktiske værktøjer til at vurdere leverandører og optimere forsyningskæden med fokus på økonomisk, social og miljømæssig bæredygtighed.

Undervisningen vil blandt andet omfatte:

- Virksomhedens forsyningskæde og dens afhængighed af bæredygtige leverandører
- Samspillet mellem indkøb, øvrige aktører i værdikæden og interne funktioner
- Krav til ansvarlighed i henhold til Environmental, Social og Governance (ESG)
- Dobbelt væsentlighedsanalyse til vurdering af bæredygtighed i forsyningsrelationer
- Metoder til at beregning af miljøpåvirkninger
- Cirkulære forsyningskæder
- Lovgivning om offentligt indkøb og udbudsregler
- Forhandlingsteknik og forberedelse – både teoretisk og praktisk

Læringsmål:

Viden

Den studerende har:

Viden om Supply Chain Management teorier og metoder med fokus på bæredygtighed og leverandørvurdering, samt forhandlingsteknik

- Forståelse for, og indsigt i, cirkulære forsyningskæder
- Forståelse for indkøbsjura og kan anvende relevante problemstillinger ved offentligt indkøb
- Forståelse for metoder til at undersøge virksomhedernes sociale og miljømæssige forhold

Færdigheder

Den studerende kan:

- Udvælge og anvende relevante analyser af data om og fra forsyningskæden med fokus på bæredygtighed
- Vurdere hvordan cirkulære forsyningskæder fremmer ressourceeffektivitet i praksis, samt begrunde og vælge egnede metoder til at opnå nye løsninger
- Formidle hensigtsmæssige supply chain strategier og værktøjer under hensyntagen til omkostninger, bæredygtighed og forsyningsikkerhed, samt med kritisk tilgang opstille metoder og kriterier til at vælge mellem relevante leverandører
- Vurdere praksisnære løsninger og formidle disse i forhandlinger med leverandører

Kompetencer

Den studerende kan:

- Håndtere og udvikle strategiske, taktiske og operationelle processer inden for indkøb og lagerstyring, med særlig vægt på bæredygtige praksisser
- Udvikle metoder til at opnå bæredygtige indkøbsstrategier, der integrerer klimaregnskaber og leverandørvurdering
- Evaluere og udvælge leverandører baseret på både økonomiske og bæredygtighedsmæssige kriterier og metoder
Udvælge og anvende metoder til at analysere og optimere forsyningskæden med fokus på ressourceeffektivitet og cirkulær økonomi
- Udvælge og vurdere med kritisk tilgang relevante juridiske aspekter ved den danske og den internationale købelov, samt anvende disse i praksis

ECTS-omfang:

5 ECTS

3. Elective course exams

The purpose of exams 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 exams must be passed with the minimum grade 02. The student is entitled to 3 attempts per exam. Passed exams 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 exam

Prerequisites for participation in the exam:

None.

Planning and contents of the exam:

Oral group exam in groups of two to five students, based on a brief written introduction to the oral presentation. 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 exam 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	35 minutes
3 students	50 minutes
4 students	60 minutes
5 students	70 minutes

Formal requirements:

The written outline must be a maximum of ½ standard page regardless of the number of group members. A standard page is 2.400 characters including spaces and footnotes.

Assessment criteria:

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

Re-examination due to illness or failed exam:

Re-examination due to illness or failed exam corresponds to the ordinary exam, but can be changed depending on circumstances.

3.2. Sport Management exam

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	35 minutes
3 students	45 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. Strategic Video and Podcast Marketing exam

Prerequisites for participation in the exam:

None.

Planning and content of the exam:

An oral group exam based on a written synopsis, related to a self-chosen company submitted in advance and a video and/or podcast production developed around a self-chosen case. Additionally, the students bring a video and/or a podcast production of a maximum of two minutes to the exam, reflecting the professional proposals in the submitted synopsis.

A group must consist of four to five students. Smaller groups or individual examinations are only allowed with special permission from the Head of Study.

Students may choose to take the exam in either 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 (incl. assessment)
4 students	75 minutes
5 students	90 minutes

Formal requirements:

The written synopsis must be a maximum of 3 pages, regardless the amount of group members.

A standard page is 2.400 characters including spaces and footnotes.

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 final grade will be based on the evaluation of the oral presentation, with reference to the course learning objectives. Grades will be assigned individually. The grade is based on the oral performance during the exam and also includes an assessment of the student's video and/or podcast production.

Temporal placement:

The exam will be held at the end of the teaching period.

Re-examination due to illness or failed exam:

Re-examination due to illness or failed exam corresponds to the ordinary exam, but can be changed depending on circumstances.

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 mindst fem dage på Roskilde Festival (i perioden fra 26. juni til og med 3. juli 2027) og har indgået som ligeværdig deltager i de tildelte funktioner. De konkrete datoer for deltagelse og tilstedeværelse meldes først ud i forbindelse med valgfagets start, derfor skal hele perioden sættes af. Det er muligt at ønske et fridøgn i løbet af festivalperioden.

Eksamens tilrettelæggelse og indhold:

Eksamen består af en individuel skriftlig opgave hvori der indgår dokumentation for de gennemførte opgaver og funktioner, samt analyser heraf.

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 karakter efter 7-trinskalaen og bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Ved valgfagets afslutning.

Syge- og reeksamen:

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

3.5. Innovative Conference and Exhibition Management exam

Prerequisites for participation in the exam:

It is a prerequisite for taking the exam that the student has participated in the study trip to Amsterdam in the period: April 11th to April 17th 2027.

Planning and contents of the exam:

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 exam 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 exam is held at the end of the teaching period.

Re-examination due to illness or failed exam:

Re-examination due to illness or failed exam corresponds to the ordinary exam, but can be changed depending on circumstances.

3.6. Management of Art, Culture and Creativity exam

Prerequisites for participation in the exam:

None

Planning and contents of the exam:

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 exam is internally assessed. The exam 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 exam 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 exam

Prerequisites for participation in the exam:

None

Planning and contents of the exam:

Oral individual or group exam based on a written outline for the oral presentation. The exam is held in an outdoor location and the student or group presents to an audience of fellow students. A group can consist of a maximum of three 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	15 minutes
2 students	25 minutes
3 students	30 minutes

The exam begins with a mandatory presentation of 5 minutes per student.

Students can choose to take the exam in Danish or English. For a group, all group members must take the exam in the same language.

Formal requirements for the written outline:

Number of students	Number of standard pages for the outline
1 student	Maximum of 1 standard page
2 students	Maximum of 1 standard page
3 students	Maximum of 1 standard page

A standard page is 2.400 characters including spaces and footnotes.

Assessment criteria:

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

Temporal placement:

The exam is held at the end of the teaching 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 exam

Prerequisites for participation in the exam:

None.

Planning and contents of the exam:

The exam is an individual written assignment, with two parts. One part consists of documentation of the events in which you have participated as a volunteer, and the other consists of a theoretical analysis of those situations.

Students can choose to write the assignment in Danish or English.

Formal requirements:

The written assignment be a maximum of four 4 standard pages, a minimum of 3 standard pages

A standard page is 2.400 characters including spaces and footnotes.

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 exam is internally assessed, and grade is given according to the 7-point grading scale. The exam is evaluated according to the learning objectives of the elective course.

Temporal placement:

The exam 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.

3.10. Eksamen i Bæredygtighed i forsyningskæden, fra strategi til handling

Forudsætninger for deltagelse i eksamen:

Ingen

Eksamens tilrettelæggelse og indhold:

Eksamen består i at aflevere en skriftlig rapport baseret på en konkret selvvalgt case. Rapporten kan udarbejdes individuelt eller i grupper på 1-4 studerende. I særlige, velbegrundede tilfælde kan studielederen give dispensation for gruppestørrelsen (5 eller flere personer).

Den skriftlige eksamensrapport kan være en sammenhængende tekst og/eller et formidlingsprodukt. Det skal indgå i den studerendes præsentation af arbejdet med en praktisk problemstilling inden for valgfaget – med særligt fokus på værdiskabelse.

Udarbejdelsen af produktet har til formål at vise den studerendes evne til at arbejde problem- og praksisorienteret inden for specifikke fagområder med henblik på ny viden, færdigheder og kompetencer. Centralt i præsentationen af valgfagsproduktet er den studerendes erfaringer med og refleksion over afprøvninger i praksis.

Formkrav:

Omfanget af opgaven udgør for 1 – 4 studerende max 8 normalsider (å 2400 anslag inkl. mellemrum og ekskl. forside og evt. bilag). For hver yderligere studerende tillægges 1 normalside til det maksimale sidetal. Opgaven skal individualiseres.

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 og der gives en individuel karakter efter 7-trinsskalaen. Eksamen vurderes med baggrund i læringsmålene for valgfaget.

Tidsmæssig placering:

Eksamen afholdes ved undervisningsforløbets afslutning.

Syge- og reeksamen:

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

Rules regarding exams, 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 2027.