

VALGFAGSKATALOG

Professionsbachelor i Leisure Management

Årgang 2021 – gældende for forår 2023

Forord

Kære Leisure Management studerende

Er du påbegyndt Leisure Management uddannelsen i 2021, skal du i løbet af dit studie tage valgfag svarende til 20 ECTS-point.

I dette katalog præsenteres en oversigt over uddannelsens valgfag samt øvrig information, som er vigtig for dig, når du skal vælge valgfag.

Uddannelsens valgfagskoordinator tilbyder desuden rådgivning og vejledning på skemalagte valgfagscaféer på 2., 3. og 5. semester om dine muligheder i forhold til din ønskede faglige profil og arbejdsmarkedets behov.

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1. DEL 1 – RETNINGSLINJER FOR VALGFAG

Er du påbegyndt Leisure Management uddannelsen i 2021, skal du i løbet af dit studie tage valgfag svarende til 20 ECTS-point. Hvis du følger det normerede studieforløb, er valgfagene fordelt på tre semestre.

Du skal vælge:

- 5 ECTS-point på 3. semester (ét valgfag)
- 5 ECTS-point på 4. semester (ét valgfag)
- 10 ECTS-point på 6. semester (ét valgfag)

Når du vælger valgfag, skal du være opmærksom på følgende:

- Udbud af valgfag bliver løbende justeret, så det matcher udviklingen i samfundet og efterspørgslen på kompetencer - *derfor kan udbuddet i dette valgfagskatalog ændre sig op igennem dit uddannelsesforløb.*
- Valgfagene giver dig mulighed for at tone din uddannelse inden for uddannelsens kerneområder, så du kan styrke din faglige profil i forhold til dine interesseområder.
- Alle valgfag tilhører blokken "Leisure Management" i studieordningen.
- Vi bestræber os på at oprette et bredt udsnit af valgfag. Antallet af studerende og tilgængeligheden af kvalificerede undervisere er dog afgørende for, om et fag kan udbydes og/eller oprettes.
- Kommende udbud af valgfag offentliggøres på uddannelsens digitale portal.

1.1 Sprog og prøver

På 4. og 6. semester er valgfagenes pensum, undervisningsmaterialer, undervisning og øvelser på engelsk da der deltager internationale udvekslingsstuderende på holdene. Du kan vælge at tage fagenes mundtlige prøve på dansk eller engelsk.

På alle semestre vælger du, hvilket sprog du ønsker til den mundtlige prøve ved at udfylde en formular, som du får tilsendt via Moodle/din studiemail efter at undervisningen er startet i foråret.

1.2 Tilmeldingsprocedure

Tilmelding og valg af valgfag foregår ved at udfylde en formular, der udsendes via Moodle/din studiemail i løbet af 3. semester.

Der er IKKE tilmelding efter først-til-mølle-princippet, pladserne på valgfagsholdene fordeles først efter tilmeldingsperiodens udløb.

Når tilmeldingsperioden er afsluttet, modtager du besked om, hvilke fag der bliver oprettet og hvilket fag, du er tilmeldt.

Tilmelding til valgfag er bindende og kan kun ændres efter ansøgning til studieadministrationen. Dog kan du framelde dig et tilmeldt valgfag i forbindelse med:

- Udvekslingsophold i henhold til reglerne.
- Optagelse som gæstestuderende ved andre uddannelser/uddannelsesinstitutioner i DK.

Tilmeldingsfrister for valgfag vil fremgå af den formular, du modtager fra studieadministrationen via Moodle / din studiemail.

1.3 Studerende på studieophold i udlandet

Du kan vælge at tage et eller flere valgfag på en uddannelsesinstitution i udlandet. Hvis du ønsker dette skal du hurtigst muligt kontakte uddannelsens internationale koordinator for mere information. Du finder kontaktoplysningerne på uddannelsens digitale platform.

2. DEL 2 – VALGFAGSOVERSIGT

Her er en oversigt over valgfagenes omfang, placering samt angivelse af minimum og maksimum antal studerende på valgfaget (*bemærk, at udbuddet kan ændres på dine kommende semestre da valgfagsudbuddet løbende justeres*):

4. SEMESTER			
FAG	OMFANG	SPROG	MIN./MAKS. DELTAGERE
Social Media Marketing	5 ECTS	Engelsk	20/75
Startup Company	5 ECTS	Engelsk	20/75

6. SEMESTER			
FAG	OMFANG	SPROG	MIN./MAKS. DELTAGERE
Tourism Management	10 ECTS	Engelsk	20/50
Sport Management	10 ECTS	Engelsk	20/50
TransMedia Management and Event Production	10 ECTS	Engelsk	20/50

3. DEL 3 – BESKRIVELSE AF VALGFAG PÅ 4. SEMESTER:

Alle valgfag på 4. semester er på engelsk – derfor er de følgende fagbeskrivelser på engelsk:

3.1 Social Media Marketing / 5 ECTS

Social media, streaming services and search engines have rapidly changed the media behaviour, social life and product demand of companies' target groups and thus created a need for new product development and new forms of external communication.

Just think of the development of online experiences during the Covid-19 pandemic. Driven by necessity, this phenomenon inevitably also served as a positive eye-opener to the potential of social media in the leisure industries.

There are hardly any companies today that do not have some sort of presence in one or more social media. Social media are used for a wide range of purposes, including company communication, branding, press relations, recruitment, customer service and marketing. From our personal lives, most people are familiar with the various social media platforms, but in a marketing context, the different social media each offer their own set of possibilities and challenges, which a Leisure Manager needs to know.

The Netflix documentary 'The Social Dilemma' caused a stir in 2020, as authentic individuals shared their own personal stories about what goes on behind the scenes at the tech giants (Google, Pinterest, Twitter and Facebook) in Silicon Valley. The documentary provided insight into the possibilities as well as the challenges that social media raise. Data protection laws, consumer protection and the impact of hidden algorithms on public opinion are also topics in this course.

COURSE CONTENT: Introduction to the most recent theories and concepts in social media marketing with an emphasis on business cases. We work with the most significant and popular social media platforms. Topics

also include the value chain of social media, the different characteristics and dynamics of the individual platforms and strategies for the use of social media.

CREDIT: 5 ECTS

EXAMINATION FORM: Oral individual or group examination (max. three students) based on a specific case from an organization or company.

ASSESSMENT: External examiner.

LEARNING OUTCOME
KNOWLEDGE
<ul style="list-style-type: none">■ Possesses knowledge of the key concepts and techniques used in social media strategies and how they can be used to optimize and evaluate campaigns.■ Possesses knowledge of the marketing opportunities that social media hold for leisure companies.■ Possesses knowledge of the interaction between social media, platforms and consumer behaviour.
SKILLS
<ul style="list-style-type: none">■ Is able to generate relevant content for social media at an elementary level.■ Is able, as part of a broader marketing strategy, to reflect on the role of social media to organizations and companies in the leisure industries and on the potential of social media as a supplement to traditional marketing activities.■ Is able to assess and critically consider the use and limitations of social media in relation to marketing.
COMPETENCIES
<ul style="list-style-type: none">■ Is able independently to analyse the need for, plan and maintain activities on social media on behalf of an organization or a company in the leisure industries.■ Is able to set goals for social media campaigns and relate these to the company's general goals.■ Is able to develop a content strategy.■ Is able to develop a social media persona on behalf of a company.

- Is able to incorporate and present strategies for the use of social media in the overall strategies of organizations in the leisure industries, including articulating policies and guidelines for employee's online behaviour and use of social media.

3.2 Startup Company / 5 ECTS

The experience economy is characterized by many small companies, the frequent development of new business concepts and a significant demand for entrepreneurial competencies. Additionally, the future job market will be characterized by untraditional career constellations, where a larger share of people will be self-employed or combine a job in an established company with running and developing a passion-driven business on the side. This is because, the younger generations are not motivated by pension funds and fancy job titles but by freedom, projects and a lifestyle that does not necessarily involve working nine to five.

In this course, you learn how to establish and grow your own business, either on your own or with others. Based on your own individual idea and passion you will acquire specific tools for establishing a start-up and achieve your goals. You will work hands-on with market analysis, business and product development and validation in relation to your customers' needs, and you will learn to analyse business profitability and viability.

The competencies you acquire through this course will also be useful if you are going to be developing new business areas as an employee in an already established company.

COURSE CONTENT: The course is focused on the development of different business models and on what it takes to establish a company. Validation, visualization, pitch, financing and law are just some of the topics that are covered in this course. The course will prepare you to found a company, but you are not required to found the company in practice during the course. Thus, you can participate if you have a business idea (or are able to come up with one) or if you are already the owner of a start-up.

CREDIT: 5 ECTS

EXAMINATION FORM: Oral individual or group examination (max. three students) using your individual business idea as a case.

ASSESSMENT: External examiner.

LEARNING OUTCOME	
KNOWLEDGE	
	<ul style="list-style-type: none"> ■ Possesses knowledge about the process of establishing a new company or business area. ■ Possesses knowledge about different business models and their strengths and weaknesses. ■ Possesses knowledge about basic legal topics that are relevant to start-ups, including corporate forms and capital requirements.
SKILLS	
	<ul style="list-style-type: none"> ■ Is able to develop and assess the commercial viability of business ideas. ■ Is able to identify and assess capital requirements and options. ■ Is able to assess and segment target groups for a start-up or new business area.
COMPETENCIES	
	<ul style="list-style-type: none"> ■ Is able to develop and prepare a specific business model for a business idea and justify the decisions and choices made. ■ Is able to validate and optimize a business idea by applying relevant methods in relation to various stakeholders, including potential customers, clients and collaboration partners. ■ Is able to prepare and conduct a presentation of a business idea to various stakeholders.

4. DEL 4 – BESKRIVELSE AF VALGFAG PÅ 6. SEMESTER

Alle valgfag på 6. semester er på engelsk – derfor er de følgende fagbeskrivelser på engelsk:

4.1 Tourism Management / 10 ECTS

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

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

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

CREDIT: 10 ECTS

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

ASSESSMENT: External examiner.

LEARNING OUTCOME	
KNOWLEDGE	
	<ul style="list-style-type: none"> ■ Possesses basic knowledge about tourism concepts and the contemporary tourism industry. ■ Possesses knowledge about key aspects of tourism from both a consumption and a production perspective. ■ Possesses knowledge about the concept of sustainability. ■ Possesses knowledge about relevant consumer behaviour in the tourism industry.
SKILLS	
	<ul style="list-style-type: none"> ■ Is able to apply and assess practices with the purpose of promoting sustainability. ■ Is able to analyse and assess consumer behaviour within tourism. ■ Is able to identify and handle self-elected challenges independently and competently within different types of tourism.
COMPETENCIES	
	<ul style="list-style-type: none"> ■ Is able to critically integrate knowledge about sustainability in strategic decisions in the tourism industry.

- Is able to integrate knowledge about consumer behaviour into the design and making of tourism products.
- Is able to assess knowledge about the tourism industry critically.
- Is able to assess and apply relevant theoretical schools of thought, perspectives and models in connection with the above.

4.2 Sport Management / 10 ECTS

In recent decades, sport has come to play an increasingly central role in society. Sport has an amazing capacity to unify people and create national and international points of reference in people's minds; it is also among the areas that engage the largest number of volunteers.

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

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

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

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

CREDIT: 10 ECTS

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

ASSESSMENT: External examiner.

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

4.3 TransMedia Management and Event Production / 10 ECTS

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

Think of Tour de France in 2022 that attracted more than 41.5 million broadcast viewers and a unknown number of fans along the roads and attending affiliated events. Think of Elon Musk's TEDtalk from 2017 on Building the

Future with more than 30 million online viewers, and think of Travis Scott x Fortnite Astronomical Concert in 2020 that attracted more than 12 million viewers online. To date, the concert has had more than 190 million showings on Travis Scott's own YouTube channel alone. In a time when the Covid-19 pandemic hit the traditional event and leisure industry hard, this concert was an exemplary demonstration of the use of transmedia and its commercial possibilities. Possibilities that lie ahead and a potential that is probably not yet fully explored.

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

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

This elective further aims to prepare the student to work with the production of real-life and/or on-demand events across media. The course provides theoretical knowledge of and practical experience with media-based event production, promotion/PR and execution across media and platforms. Among other elements, it builds on the third-semester course in Event Management but with a particular focus on the before-and-afterlife of the event in media, which may include advertising revenue, sponsorships, ticket sales and traffic.

CREDIT: 10 ECTS

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

ASSESSMENT: External examiner.

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

SKILLS
<ul style="list-style-type: none"> ■ Is able to identify and undertake project development in relation to different needs, trends and possibilities within the two industries (media and event). ■ Is able to plan, produce and present transmedia solution in connection with a media-based event. ■ Is able to assess and apply relevant theoretical schools of thought, perspectives and models in relation to the above.
COMPETENCIES
<ul style="list-style-type: none"> ■ Is able to understand and describe the basic competitive conditions and demand patterns that characterize the industries (media and event). ■ Is able to integrate knowledge about competitors and consumers in strategic decisions and practical transmedia solutions. ■ Is able to assess and evaluate media and transmedia solutions commercially and critically.