

Studie- ordning (Valgfagskatalog)

Leisure Management

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Bilag til Studieordning for Leisure Management (Vagfagskatalog)

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1. Indledning

Dette valgfagskatalog skal læses i sammenhæng med studieordningen for Leisure Management (samt tilhørende uddannelsesbilag). Leisure Management udbydes udelukkende af Zealand – Sjællands Erhvervsakademi.

2. Fagelementer udbudt som valgfag

Valgfag skal udgøre i alt 20 af uddannelsens samlede antal ECTS. Heraf skal 5 ECT udbydes som valgfag på uddannelsens 3. semester. Der kan på uddannelsens 3. semester vælges mellem tre valgfag, som er beskrevet yderligere i det følgende.

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

Tidspunkt for valgfagscaféen vil fremgå af årgangens skema.

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

Er der flere studerende, der ønsker et valgfag, end der er pladser på faget, fordeles pladserne via lodtrækning.

Da alle valgfag i efteråret 2023 undervises på engelsk, er de følgende beskrivelser af valgfagene på engelsk.

2.1. Entrepreneurial Mindset

Content:

How do you work with innovative business development? How do you start, run and grow a business – and how do you spot new business areas in an already established company? In this course, you will learn to use key theories and concepts within entrepreneurship and intrapreneurship to create profitable and sustainable business solutions.

This means that you will become an attractive player in the job market within the leisure industries which are characterized by many smaller companies, frequent development of new experiences or services, business concepts and a big demand for the entrepreneurial mindset.

At the same time, you will gain a solid practice-based knowledge by meeting and working with specific real-life cases.

We are focusing on both entrepreneurship (the start of one's own business) and intrapreneurship (where you as an employee develop the business potentials in an already established company). It is therefore not necessary to have entrepreneurial dreams of starting your own company or a specific business idea to take this course.

The main focus of the course is to give you a basic knowledge of how new business opportunities can be created as well as giving you basic skills in being able to assess concrete business potential.

Furthermore, we focus on tools for idea generation, concept development, assessment of business models as well as description and presentation of new products, services and experiences to different stakeholders.

Learning goals:

Knowledge:

- Possesses knowledge of the concepts of entrepreneurship, intrapreneurship, entrepreneurial and independent culture.
- Possesses knowledge of the role of the entrepreneur and intrapreneur, conditions and personal skills.
- Possesses knowledge of key theoretical concepts, business models and processes within business development.

Skills:

- Is able to collect relevant data to validate a business idea as well as prepare and present these in a relevant way.
- Is able to make an analysis of a business idea: Assessment of the foundation for realizing a business idea, including the best possible commercialization form and market potential.
- Is able to develop a profitable business model.

Competencies:

- Is able to effectively transform trendspotting into viable commercial solutions.
- Is able to work strategically and methodically with idea generation and product or service development.
- Is able to sell (pitch) a project or a business idea or new business concept to different target groups in a clear and precise way.

Credit:

5 ECTS

2.2. Social Media Marketing

Content:

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.

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.

Learning goals:

Knowledge:

- 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:

- 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:

- Is able independently to analyze 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.

Credit:

5 ECTS

2.3. Outdoor and Nature Experiences

Content:

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

The course draws on knowledge from nature and outdoor life, local tourism, citizen involvement and green volunteers. The course will include 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 goals:

Knowledge:

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

Skills:

- Is able to apply knowledge of inclusion and motivation when planning nature experiences
- Is able to base planning on knowledge of relevant trends and target groups
- Is able to collaborate with citizens and volunteers to create outdoor and nature experiences

Competencies:

- Is able to navigate in the field with knowledge of the many different actors (public, private and third sectors) and professions operating within this area and their approaches to working with nature experiences and outdoor life
- Is able to assess the value of outdoor and nature experiences in relation to nature as the end and/or means in the experience design
- Is able to draw on specific experiences from cases and personal experiences in the development of new initiatives

Credit:

5 ECTS

3. Prøver i valgfag

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

3.1. Prøve i Entrepreneurial Mindset

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Mundtlig individuel eller gruppeprøve.

Prøven har følgende omfang

Ved en studerende: 25 minutter

Ved grupper á 2 studerende: 45 minutter

Ved grupper á 3 studerende: 60 minutter

Prøven foregår som følger

1. Præsentation á 8 minutter pr. studerende
2. Gruppeeksamination med afsæt i de studerendes præsentationer og valgfagets læringsmål
3. Votering og meddelelse af karakterer (individuelt)
4. Feedback (fælles)

Formkrav:

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

Bedømmelseskriterier:

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

Tidsmæssig placering:

Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er svarende til den ordinære eksamensform.

3.2. Prøve i Social Media Marketing

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Mundtlig individuel eller gruppeprøve.

Den mundtlige gruppeprøve har følgende omfang

Ved en studerende: 25 minutter

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Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er svarende til den ordinære eksamensform.

3.3. Prøve i Outdoor and Nature Experiences

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Mundtlig individuel eller gruppeprøve.

Den mundtlige gruppeprøve har følgende omfang

Ved en studerende: 25 minutter

Ved grupper á 2 studerende: 45 minutter

Ved grupper á 3 studerende: 60 minutter

Prøven foregår som følger

1. Præsentation á 8 minutter pr. studerende
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Tidsmæssig placering:
Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:
Om- og sygeprøve er svarende til den ordinære eksamensform.

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

4. Krafttrædelse

Valgfagskataloget er gældende for studerende, der skal vælge valgfag i efteråret 2023.