

Studie- ordning

(Valgfagskatalog)

**Event Management og
Økonomi – 6. semester**

Forår 2026



Rasmus Frimodt, rektor

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1. Introduction

This elective course catalogue 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 make up a total of 20 ECTS credits within the entire programme. However, due to changes in the programme structure, students in the 6th semester in the spring of 2026 will be required to take an additional elective course worth 5 ECTS credits.

It is possible to choose between five elective courses, which are described in detail in the following.

It is not possible to choose an elective that you have already taken in 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 5 ECTS courses*. The student must choose the elective courses before December 15th. 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. 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

2.2. 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

2.3. 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

2.4. 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

2.5. 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 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. 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.

3.2. 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.

3.3. 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.

3.4. 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.

3.5. 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.

Bedømmelseskriterier:

Der evalueres ved en intern individuel bedømmelse efter 7-trinsskalaen. Eksamen vurderes med baggrund i læringsmålene for valgfaget.

Tidsmæssig placering:

Eksamen afholdes ved undervisningsforløbets afslutning (forår 2026).

Syge- og reeksamen:

Samme grundlag som 1. forsøg. Den studerende har mulighed for at redigere valgfags-produktet, hvis reeksamen skyldes at tidligere forsøg ikke er bestået. For regler i forbindelse med eksamener, bl.a. syge- og reeksamen, eksamenssnyd og plagiering, klager og anker samt andre regler for uddannelsen, henvises til den lokale del af studieordningen

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.