

Please note that below exchange course offer is offered to incoming exchange students and as elective courses for our Danish students.

The courses are taught in English; however, on occasion, Danish may be used for clarification purposes when addressing Danish participants.

Course offerings may be adjusted. Course availability will depend on student enrollment in the individual courses offered.

Event and experience management exchange program

The objective of the study program in Event Management and Economics is to gain both knowledge and experience in organizing all kinds of events for all kinds of target groups. You learn how to develop concepts, plan, coordinate, and lead events in various contexts, and you learn how to ensure that each event is carried out in safe and secure settings, providing everyone with a good experience while ensuring economic profitability.

Availability

Spring semester 2027

Course overview

Course title	Level	ECTS
Tourism Management, elective	2nd year/Short Cycle/EQF level 6	10
Sport Management, elective	2nd year/Short Cycle/EQF level 6	10
Strategic Video and Podcast Marketing, elective	2nd year/Short Cycle/EQF level 6	10
Outdoor and Nature Experiences, elective	2 nd year/Short Cycle/EQF level 6	5
Management of Art, Culture and Creativity, elective	2 nd year/Short Cycle/EQF level 6	5
Volunteer Management, elective	2nd year/Short Cycle/EQF level 6	5

Semester / Course Prerequisites

You must have a minimum of 2 semesters studies at higher education level within a relevant program major and a fundamental knowledge of relevant subject areas related to economics, event, experience, service, tourism industry.

COURSE DESCRIPTION**COURSE: 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. But it is also a profit generating business with a focus on growth and economy. As a global industry, it plays an important role for both wealthy nations and developing economies. The tourism industries form a complex ecosystem, which on the supply side consists of a large number of very different private actors with inconsistent and sometimes contradicting interests, and also many public and third-sector stakeholders with their own agendas. On the consumption side, there are many different kinds of tourism and tourists with behavior which impacts destinations in a number of ways, while indulging in tourism experiences.

However, tourism also has a more problematic side as a driver of wear and tear, poverty and negative environmental, social and economic impact. Without responsible tourism management, we risk eroding the destinations that tourists come to see. Thus, we need to develop an understanding of the concept of sustainability and of responsible approaches to tourism development, for example in relation to the environment and the local population. Tourism offers significant economic benefits, such as increased economic activity and job creation, but it needs to be practiced responsibly.

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

Course: 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.

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.

Course: Strategic Video and Podcast Marketing	10 ECTS
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.	

Course: Outdoor and Nature Experiences	5 ECTS
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.

Course: Management of Art, Culture and Creativity	5 ECTS
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.	

Course: Volunteer Management	5 ECTS
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.	