



Event Management

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7.5 credits

Ladok Code: A1EM1B

Version: 1.0

Established by: Committee for Education in Business and Working Life 2026-06-10

Valid from: Autumn 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Business Administration (G1F)

Disciplinary Domain: Social sciences

Prerequisites: Completed course equivalent to 15 ECTS in Business Administration or a related discipline.

Subject Area: Business Administration

Grading Scale: Seven-degree grading scale (A-F)

Content

This course introduces event management as a business practice within the cultural and creative sector. It provides a comprehensive understanding of how events serve as vital platforms for the consumption of experiences, audience engagement and offering unique opportunities for marketing and brand visibility. The aim of the course is to provide students with the opportunity to develop theoretical and practical knowledge in conceptualising, organising, promoting, and assessing events, preparing them to create impactful and sustainable experiences within the cultural and creative industries.

The main content of the course is:

- Key concepts pertaining to event management, including its role as a platform for experiences and value creation.
- Principles of experience design and strategies for engaging audiences and stakeholders.
- Sustainable event planning including concept development.
- Marketing communication and branding for event promotion.
- Sustainable event evaluation and impact assessment.

Learning Outcomes

Upon successful completion of the course, the student shall be able to:

Knowledge and Understanding

- 1.1 demonstrate knowledge of central concepts and models in event management within the cultural and creative industries,
- 1.2 demonstrate understanding of how events create experiences, engage audiences and contribute to value creation,
- 1.3 demonstrate knowledge of principles related to event design, communication, and promotion,
- 1.4 demonstrate knowledge of sustainable event planning, implementation and evaluation,

Skills and Abilities

- 2.1 plan, conceptualise, organise, and evaluate an event by applying relevant theories, concepts, and tools,
- 2.2 design an event concept that integrates audience engagement, stakeholder value, and sustainability,
- 2.3 develop communication and promotional materials aligned with the event design concept, purpose and target audience,
- 2.4 present and discuss event proposals and evaluations in relation to implementation, outcomes, and impact,

Judgement and Approach

- 3.1 critically evaluate event concepts and implementation choices in relation to sustainability, feasibility, and stakeholder impact,
- 3.2 critically reflect on ethical and professional choices in the development of digital communication and promotional materials.

Forms of Teaching

Lectures combined with workshops and digital lab experiments.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Individual written exam

Learning outcomes: 1.1, 1.2, 1.3, 1.4, 3.1, 3.2

Credits: 3

Grading scale: Seven-degree grading scale (A-F)

Group assignment including active participation in seminar

Learning outcomes: 2.1, 2.2, 2.3, 2.4, 3.1, 3.2

Credits: 4.5

Grading scale: Fail (U) or Pass (G)

For the grade passed on the entire course, an approved grade is required for all parts.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (Latest Edition). *Events management: An introduction*. Routledge.

Additional course literature and other teaching materials are provided/informed about via the learning platform (max 250 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

This syllabus is a translation from the Swedish original.