

Studie- ordning

(Valgfagskatalog)

Leisure Management

Forår 2025



Rasmus Frimodt, rektor

Appendix to the local curriculum for PBA in Leisure Management (Elective course catalogue)

Table of contents

1. Introduction	2
2. Local programme elements offered as elective courses	2
2.1. Tourism Management	2
2.2. Sport Management	4
2.3. Strategic Video and Podcast Marketing.....	5
2.4. Bæredygtig forretningsforståelse og ESG-rapportering.....	6
3. Elective course tests	7
3.1. Tourism Management test.....	8
3.2. Sport Management test.....	8
3.3. Strategic Video and Podcast Marketing test.....	9
3.4. Prøve i Bæredygtig forretningsforståelse og ESG-rapportering	10
4. Entry into force	11

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 total 20 ECTS credits of the total ECTS credits of the programme.

The programme offers the opportunity to choose *one elective course of 10 ECTS credits* during the 6st semester. It is possible to choose between 4 elective courses, which are described in detail in the following.

The selection of elective courses takes place by students consulting this elective course catalogue. Afterwards, students submit their preferred elective in a form sent out by the study administration. Students will receive this form via email.

Each student must indicate *two preferences for 10 ECTS courses*. The student must choose the elective courses before *November 22nd*. Students who have not submitted the form with their choices before the deadline will automatically be assigned an elective course.

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 Elective Course 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. One course is offered in Danish, and the description is provided in Danish.

2.1. Tourism Management

Contents:

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

Learning objectives:

Knowledge

The student will have:

- Basic knowledge about tourism concepts and theories
- A fundamental comprehension of the contemporary tourism industry nationally and internationally
- Knowledge about key aspects of tourism from both a production and a consumption perspective
- Knowledge about the role of sustainability in tourism

Skills

The student will be able to:

- Apply basic concepts and theories to empirical tourism cases
- Identify and manage self-chosen challenges independently and competently within different types of tourism area
- Assess different kinds of tourism from a production and a consumption perspective
- Analyze and assess the sustainability of tourism practices

Competencies

The student will be able to:

- Assess knowledge about the tourism industry critically
- Assess and apply relevant theoretical schools of thought, perspectives and models in connection with tourism
- Critically integrate knowledge about sustainability into strategic decisions in the tourism industry
- Critically evaluate the consequences of the planning and execution of tourism products

Scope of ECTS:

10 ECTS

International component (The following text is only relevant for Danish students)

Bemærk! *Nedenstående bør læses i sammenhæng med den detaljerede information om studietur til Irland, der er sendt ud sammen med valgfagskataloget:*

Dette valgfag udbydes med muligheden for en international komponent i form af et kort meritgivende udlandsophold med en fysisk minimumsvarighed på 5 dage, og et læringsforløb svarende til 3 ECTS. Hvis valgfaget primært udbydes på dansk vil den internationale komponent betyde, at en andel af faget svarende til 3 ECTS vil foregå på engelsk. Hvis valgfaget udbydes på engelsk vil hele valgfaget tilbydes på engelsk. Udlandsopholdet vil være til Zealands partnerinstitution, Dundalk Institute of Technology i Irland. For en beskrivelse af det konkrete forløb af udlandsopholdet henvises til Moodle.

Studerende som vælger at deltage i fagets internationale komponent, skal være opmærksom på, at der er mødepligt til det planlagte undervisningsforløb, både den obligatoriske virtuelle komponent såvel som den fysiske komponent (udlandsopholdet). Deltagelse vil være en forudsætning for at gå til eksamen. Den internationale komponent vurderes separat (bestået/ikke bestået) ved udlandsopholdets afslutning og skal være bestået. Manglende opfyldelse af forudsætninger betyder, at den studerende ikke kan deltage i valgfagsprøven, og der er brugt et prøveforsøg. Studerende som deltager i valgfagets internationale komponent vil på deres eksamensbevis få tilskrevet en note om, at faget for vedkommende har inkluderet et bestået meritgivende udlandsophold på 3 ECTS. Se yderligere beskrivelse af eksamen i valgfagets eksamensbeskrivelse, der er fælles for alle studerende på valgfaget.

Scope of ECTS:
10 ECTS

2.2. Sport Management

Contents:

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.

Learning objectives:

Knowledge

The student will have:

- Knowledge of particular characteristics of the sport industry and sporting organizations
- Knowledge and understanding of sporting organizations in practice

Skills

The student will be able to:

- Acquire specific insights into and reflect on strategic sport management, organizational structures and culture in sport businesses
- Critically reflect and advise 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

The student will be able to:

- Demonstrate theoretical knowledge of sport 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:
10 ECTS

2.3. Strategic Video and Podcast Marketing

Contents:

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.

Learning objectives:

Knowledge

The student will have:

- Knowledge on how to apply storytelling to capture an audience's attention in a noisy marketplace
- Insight into the role of video content, podcasts, and digital media in creating experiences

- Knowledge of trends in consumer behavior related to media and experience consumption, particularly across digital platforms

Skills

The student will be able to:

- Design and implement content campaign on a strategic and operational level
- Produce brand activation strategies, including social media, video production and podcast creation, in connection with storytelling and experiential promotion
- Apply key marketing theories and models in the context of brand activation strategies

Competencies

The student will be able to:

- Analyze competitive landscapes and consumer preferences to inform strategic brand activation decisions
- Integrate video and podcast content into coherent strategies
- Critically evaluate the platform and media potential of brand activation solutions

Scope of ECTS:

10 ECTS

2.4. Bæredygtig forretningsforståelse og ESG-rapportering

This elective is taught in Danish and therefore the following description is in Danish.

Indhold:

CinemaxX gør det. Liverpool Football Club gør det. Det Kongelige Teater gør det og inden længe må deres leverandører og samarbejdspartnere også gøre det.

I disse år står virksomheder og organisationer over for nye forventninger og vurderingskriterier fra omverdenen, såvel som fra deres medarbejdere og investorer. Virksomheder og organisationer skal på kort tid opbygge bæredygtige kompetencer og kapacitet til at imødekomme disse krav. Faget "Bæredygtig Forretningsforståelse og ESG-rapportering" vil klæde studerende på til denne nye virkelighed, hvor bæredygtighed bliver en dominerende dagsorden på ledelsesgangene såvel som i operationen.

Valgfaget sigter mod at give de studerende en forståelse af, hvordan bæredygtighed og ESG-principper (Environmental, Social, and Governance) kan integreres i virksomheder og organisationers strategier og daglige drift. De studerende vil lære at anvende teorier, værktøjer og metoder til at analysere bæredygtighed i en forretningskontekst og udvikle konkrete ESG-rapporter. Faget belyser også de økonomiske, sociale og miljømæssige konsekvenser af virksomheders drift og hvordan ESG-principper kan skabe værdi og reducere risici og blive en udslagsgivende konkurrenceparameter.

2024 blev året, hvor krav til bæredygtighedsrapportering trådte i kraft. Det gælder primært for store børsnoterede virksomheder i EU med mere end 500 ansatte. Med effekt fra 2026 omfattes alle børsnoterede SMV'er. Virksomheder vil derfor i højere grad efterspørge bæredygtighedsdata, transparens og rapportering fra leverandører og samarbejdspartnere, uanset om de er omfattet af lovgivningen eller ej (Corporate Sustainability Reporting Directive). Når producentansvaret bliver udvidet til at omfatte hele værdikæden, kan erhvervskunder eksempelvis spørge om dokumentation for CO₂-udledning, energikilder, transportformer, bortskaffelse samt genanvendelighed før kontrakter kan underskrives eller genforhandles.

Ved at forbinde CSRD-rapportering (Corporate Sustainability Reporting Directive) med virksomhedens strategi og forretningsudvikling handler ESG-rapportering ikke blot om compliance, men kan bidrage til innovation, værdiskabelse og vækst.

Faget henvender sig i sær til de studerende, der interesserer sig for corporate strategi, ledelse, forhandling, rapportering og kommunikation.

Læringsmål:

Viden

Den studerende har:

- Viden om bæredygtig forretningsforståelse, cirkulær økonomi og ESG-rapportering
- Viden om relevante politikker, rammebetingelser og lovgrundlag
- Viden om udvalgte virksomheders arbejde med bæredygtighed, særligt ESG-rapportering

Færdigheder

Den studerende kan:

- Udføre en 'dobbelt væsentlighedsanalyse' for selvvalgt virksomhed eller organisation
- Udarbejde en ESG-rapport med nøgletal for en selvvalgt virksomhed eller organisation
- Benytte en konkret værktøjskasse til udarbejdelse af ESG-rapport for en selvvalgt virksomhed eller organisation

Kompetencer

Den studerende kan:

- Kritisk vurdere en virksomheds nuværende præsentationer på bæredygtighedsområdet
- Diskutere en virksomheds muligheder for forbedringer og bæredygtige initiativer
- Identificere løsningsmuligheder i overensstemmelse med en bæredygtig forretningsstrategi på den korte og den lange bane

ECTS-omfang:

10 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. Tourism Management test

Prerequisites for participation in the test:

None

Planning and contents of the test:

Oral group test in groups of two to five students. 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:

None.

Assessment criteria:

The test is externally assessed, and an individual grade is given according to the 7-point grading scale. The grading is based on the student performance and the learning objectives teaching.

Temporal placement:

The test is held at the end of the period.

Re-examination due to illness or failed exam:

The re-examination and exam due to illness correspond to the regular exam format.

The re-examination generally corresponds to the regular exam format but the duration of the oral exam will be 25 minutes if a student do not attend the exam as a group and the exam format may be adjusted for students who take the exam individually.

3.2. Sport Management 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. If the exam paper is written by a group, the written assignment must be individualized

Formal requirements:

Number of students	Number of standard pages
1 student	Maximum of 7 standard pages
2 students	Maximum of 11 standard pages
3 students	Maximum of 14 standard pages
4 students	Maximum of 16 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 externally assessed, and an individual grade is given according to the 7-point grading scale. The assessment is a holistic evaluation of the written performance and is based on the learning objectives for 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. Strategic Video and Podcast Marketing test

Prerequisites for participation in the exam:

As a group the students submit a synopsis of a maximum of three pages, plus appendices, related to a self-chosen company in advance. This is submitted the week before the test.

Planning and content of the exam:

An oral group exam based on a video and/or podcast production developed around a self-chosen case. Additionally, the students bring a video and/or a podcast production of a maximum of two minutes to the exam, reflecting the professional proposals in the submitted synopsis.

A group must consist of four to five students. Smaller groups or individual examinations are only allowed with special permission from the Head of Study.

Students may choose to take the exam in either 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 (incl. assessment)
4 students	75 minutes
5 students	90 minutes

Formal requirements:

None.

Assessment criteria:

The test is externally assessed, and an individual grade is given according to the 7-point grading scale. The final grade will be based on the evaluation of the oral presentation, with reference to the course learning objectives. Grades will be assigned individually. The grade is based on the oral performance during the exam and also includes an assessment of the student's video and/or podcast production. The synopsis serves as the admission ticket to the exam but does not count towards the evaluation.

Temporal placement:

The exam will be held at the end of the teaching period.

Re-examination due to illness or failed exam:

In the case of a re-examination, the exam will be conducted individually, and the student may revise the product. The re-examination will last 30 minutes, including assessment.

3.4. Prøve i Bæredygtig forretningsforståelse og ESG-rapportering

This elective is taught in Danish and therefore the following description is in Danish.

Forudsætninger for deltagelse i prøven:

Ingen

Prøvens tilrettelæggelse og indhold:

Skriftlig gruppeprøve, baseret på en specifik case fra en selvvalgt virksomhed eller organisation.

En gruppe skal bestå af tre til fem studerende. Mindre gruppestørrelse eller individuel eksamination er kun muligt på baggrund af en dispensation fra uddannelsens studieleder.

De afleverede rapporter skal være på dansk.

Formkrav:

Antal studerende	ESG rapport (template i PowerPoint)	Uddybende rapport i Word
3	15 sider PowerPoint	Maksimalt 9 normalsider
4	15 sider PowerPoint	Maksimalt 12 normalsider
5	15 sider PowerPoint	Maksimalt 15 normalsider

De afleverede rapporter skal individualiseres. Dette gælder således både ESG-rapporten og den uddybende rapport i Word.

En normalside er 2.400 tegn inklusive mellemrum og fodnoter. Omfanget er eksklusive forside, indholdsfortegnelse, litteraturliste, bilagsliste og bilag. Bilag er uden for bedømmelse.

Hvis en skriftlig opgavebesvarelse ikke opfylder formalia, kan bedømmerne afvise opgavebesvarelsen. Hvis opgave-besvarelsen afvises, skal der ikke gives en bedømmelse, og den studerende har brugt et eksamensforsøg.

Bedømmelseskriterier:

Prøven er med ekstern censur og der gives individuel karakter efter 7-trinsskalaen. Bedømmelsen sker med udgangspunkt i læringsmålene for valgfaget.

Tidsmæssig placering:

Prøven afholdes ved undervisningsforløbets afslutning.

Om- og sygeprøve:

Om- og sygeprøve er som udgangspunkt svarende til den ordinære eksamensform. Dog kan studerende, der ved den ordinære prøve opnåede karakteren 00 eller -3, vælge at udarbejde et tillæg til den oprindelige rapport.

Såfremt et eller flere gruppemedlemmer går til omprøve fordi tidligere prøvoforsøg ikke er bestået, skal den/de studerende aflevere den samme gruppeopgave som oprindeligt, men med de individuelle afsnit, den/de studerende er ansvarlige for, i en omskrevet version.

Såfremt en studerende går til omprøve alene fordi vedkommende ikke deltog i den ordinære gruppeprøve, kan uddannelsen beslutte et tilrettet eksamensformat.

4. Entry into force

The elective course catalogue is effective for students who must choose elective courses for spring 2025.