

# Music & Event Management Programme, 180 ECTS



**The Swedish music & event industry has developed strongly during recent years and its events and artists have received a lot of attention internationally. Meanwhile, the music industry globally faces new challenges and possibilities, not least with the impact of new technology. In parallel, interest in higher education within this field has increased and a need for new and deeper knowledge has arisen. The Music & Event Management programme sets out to fill this need.**

The aim is to offer solid basic training for those aiming to work within the music & event industry. The main subject is Business Administration with a focus on management and/or marketing. There is also a possibility to study management accounting.

Parallel to this, students take several courses directly related to the industry in the unique subject Music & Event Management, which concentrates on the music and event sector and its special character. Within this subject students study music industry-focused law which examines contract law and intellectual property rights. The subject also includes deeper cultural studies of the sector part from giving the students knowledge of the industry's players, organization and special character.

In order to bring students close to the industry, certain tasks are carried out in collaboration with companies within the music and event industry both in the subject Music & Event Management as well as in Business Administration.

Expertise in business administration is thus combined with insights in the music and event industry, its development and cultural aspects, changes and international opportunities.

Teaching takes place in both Hultsfred and Kalmar. In this way 'two worlds' meet which gives an edge to the programme. Hultsfred has developed into a centre for the music industry whilst in Kalmar students encounter a lively university where the atmosphere and contact with other students can contribute to a broader perspective and other insights.

During the first half of the programme the main part of the courses are held at Rock City in Hultsfred, neighbouring the music organisation Rockparty and The Hultsfred Festival. In this period the students have the possibility to engage in the Hultsfred festival as well as the Rookie Festival. The Rookie Festival is planned and carried out by the students themselves. The second one and a half year, the students study mainly in Kalmar and during this period a semester of studies abroad at a partner university or an internship in a company is an appreciated part of the programme.

The programme leads to a Bachelors Degree in Business Administration with a focus on the music & event industry.

## **Year 1**

Music & Event Management I – Introduction to the Music and Event Industry (15 ECTS credits)

Business Administration (30 ECTS credits)

Music & Event Management II – Development and specialisation in music business aspects (15 ECTS credits)

## **Year 2**

Music & Event Management III – Intellectual property/copyright and related law for the music and event industry (20 ECTS credits)

Music & Event Management IV – Individual paper/Independent research project (10 ECTS credits)

Business Administration (30 ECTS credits)

## **Year 3**

Exchange studies at a foreign university or internship and additional related courses, for example Project Management for the Music and Event Industry (30 ECTS credits)

Business Administration (30 ECTS credits)

## **Total content**

Business Administration: 90 ECTS credits

Music & Event Management: 60 ECTS credits

Foreign Exchange Studies, fieldwork or related courses: 30 ECTS credits

## **Baltic Business School**

The Baltic Business School (BBS) at the University of Kalmar is a young and dynamic business school with an excellent location at the rim of the Baltic Sea. The BBS is an international competence and knowledge centre focused on the new economy and commerce in the Baltic Sea Region. We offer nine specialised degree programmes, produce top-quality research and promote interaction between industry and community.

BBS's nine bachelor programmes cover Marketing, Business and Finance, Tourism, International Business, Retail Management, Music & Event Management and Health Management. We offer four master programmes that cover leadership, marketing, entrepreneurship and creative organizations. The programmes in leadership and international marketing are taught in English and welcome students from all over the world.

## **Contact**

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