

**Programme Syllabus  
with course syllabi**

**for**

**Economics and Management of Entertainment and Arts**

**120 Credits**

**Graduate**

**Start fall 2009**



**JÖNKÖPING INTERNATIONAL  
BUSINESS SCHOOL**  
JÖNKÖPING UNIVERSITY

## **Degree certificate**

Filosofie masterexamen med huvudområde nationalekonomi

eller Filosofie masterexamen med huvudområde företagsekonomi

Master of Science (Two Years) with a major in Economics or Master of Science (Two Years) with a major in Business Administration

## **Program Specific Aims**

The overall aims of the Entertainment & Arts master programme are:

- to prepare the students for their future careers, working with the management, business creation and business renewal in entertainment, arts and experience industries,
- to train students in working with academic literature and in using academic methods,
- to train the students in how, and where, to find scientific documents of other researchersresult, e.g. publications in international journals
- to train the students to document scientific problems, solutions and results
- to offer students with ambitions for a research career the opportunity to obtain sufficientknowledge and skills to prepare them for a doctoral programme in economics or management
- to encourage students to use academically produced knowledge in solving practical business issues
- to offer students an education with a genuine international focus by providing course material that deals with international issues, an international environment with courses including students from abroad through both the exchange programme and programme enrollment, and extensive opportunities to study abroad through the exchange programme
- to prepare students for starting-up their own business in the entertainment, arts and experience industries
- to actively involve students in thinking critically about ideas, events, and institutions
- to train students in the basic techniques of economic analysis
- to train the students in how, and where to find empirical data of economic variables and how
- to use it to confirm or reject economic theories
- to help students understand how firms successfully create, recognize and exploit opportunities in dynamic markets e.g. entertainment and arts.
- to encourage students to approach business issues with an entrepreneurial mindset, creating, recognizing, and exploiting opportunities, recognizing and solving challenges, and taking a development attitude to business activities
- to make students acquainted with the conditions for firm management in different functional, organizational, and ownership settings
- to train students, in a variety of generic skills useful for a working career and for their development intellectually and personally
- to provide opportunities for interaction between students and the business community
- to actively involve students in critically, yet constructively, approaching their own work, the work of fellow students, business practice, and research.

## **Study Abroad and Internationalisation**

Students in the two year programme have the possibility to study one term abroad during the third semester.

## **Contents**

This master programme is oriented towards the economic and technological condition of the entertainment, arts and experience industries, and the managerial methods that are crucial for enabling improved management and strategic thinking within these industries.

The most important reasons for an advanced education with this orientation are the extremely rapid ongoing expansion of consumption and production of recreation goods and services, which is closely related to the growth of total leisure time in the advanced economies. At the same time, users and consumers are becoming increasingly demanding. The quality of management in these industries has not developed in a way that would allow for fulfilling their potential.

A basic objective for this master programme is to offer an education that can be greatly attractive in the international labor market, and thus to provide a master degree that provides an excellent basis for students to meet with any current and future international standards in the entertainment and arts industries.

The four semesters of the program focus on; Analysis of creative experience industries, occupations and regions, Entrepreneurship, marketing, and technological conditions of entertainment and arts industries, The creative company and its relations to public and private institutions, Master Thesis work. During all four semesters there will be guest lectures by significant creators, managers, and producers in the arts and entertainment industries.

The following courses are compulsory: Introductory Analysis of the Experience Industries, Creative Industry Organization, Experience, Entertainment, Arts and Economics, Technology of Entertainment and Arts Industry, Advanced Research Methods in Business and Economics and Master Thesis 30 credits.

## **Language**

The education is given and examined in English.

## **Prerequisites**

Bachelor's degree in Economics, Management or Technology or a bachelor's degree within relevant field of study.

English equivalent to English B in the Swedish upper secondary school

## **Learning outcomes**

### **Knowledge and understanding**

- the main fields of the subject, including its scientific grounding and applicable methods. The student should also have broad knowledge and essential specialization in some area of the said field and show a deeper insight into current research and development issues
- to show deep methodological knowledge within the main field of education

### **Skills and abilities**

- to show the skill to critically and systematically integrate knowledge, to analyze, to judge and handle complex issues, questions, and situations with limited access to information
- to show the ability to critically, independently, and creatively identify and formulate questions, as well as to plan and use adequate methods to perform qualified tasks within given time frames and contribute to knowledge development and to evaluate their work
- to show the ability to clearly in detail and discuss information, problems and solutions, and the underlying knowledge and arguments orally and in writing, in dialogue with different groups in national and international context
- to show such ability to exhibit the skills needed to participate in research- and development work or independently to work in other qualified situations

### **Assessment and attitude skills**

- to show the ability to analyze the main field of the subject from relevant scientific, societal and ethical aspects taking into account relevant scientific, societal and ethical aspects and show awareness of ethical aspects on research- and development work
- to exhibit an understanding of the possibilities and limitations of scientific approach, its role in the society and humans responsibility to how science is used
- to show the ability to identify further individual knowledge and take responsibility for their competence development

## **Learning outcomes**

### **Knowledge and understanding**

- demonstrate knowledge and understanding in their main field of study, including both broad knowledge in the field and substantially deeper knowledge of certain parts of the field, together with deeper insight into current research and development work
- demonstrate deeper methodological knowledge in their main field of study

### **Skills and abilities**

- demonstrate an ability to critically and systematically integrate knowledge and to analyze, assess and deal with complex phenomena, issues and situations, even when limited information is available
- demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge and to evaluate this work
- demonstrate an ability to clearly present and discuss their conclusions and the knowledge and arguments behind them, in dialogue with different groups, orally and in writing, in national and international contexts
- demonstrate the skill required to participate in research and development work or to work independently in other advanced contexts

### Assessment and attitude skills

- demonstrate an ability to make assessments in their main field of study, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work
- demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used
- demonstrate an ability to identify their need of further knowledge and to take responsibility for developing their knowledge

### Academic year 1

Study period 1	Study period 2	Study period 3	Study period 4
Doing Business in the Media Industries (JDBD27) 7.5 credits	Advanced Research Methods in Business and Economics (JARD29) 7.5 credits	Consumer Behavior (JCBD20) 7.5 credits	Corporate Entrepreneurship and Strategic Renewal (JCSD27) 7.5 credits
Introductory Analysis of the Experience Industries (JIID28) 7.5 credits	Creative Industry Organization (JCZD28) 7.5 credits	Experience, Entertainment, Arts and Economics (JEED28) 7,5 credits	Technology of Entertainment and Arts Industry (JTOD29) 7,5 credits

### Academic year 2

Study period 1	Study period 2	Study period 3	Study period 4
Elective courses / Study abroad 30 credits		Master Thesis in Economics (Two Years) (JMYD29) 30 credits	

### Evaluation

Our cooperation with JSA, the student organization, is crucial. This work is conducted on two levels, programs and courses

### Programme level

On the program level students elect student representatives for each track of the program and each study year of the program. The student representatives and the program managers meet regularly to discuss courses and the progress of the programme. The representatives stay in contact with course coordinators to share the overall impression and student experiences from courses, in addition, the programme manager, student representatives, JSA and faculty meet annually to discuss the entire program

## **Course level**

On the course level, program developers and course responsible meet shortly after the course has started. The purpose is to ensure that the course is working well and if necessary make minor changes. After each course is finished all students perform course evaluations in PingPong, and program developers evaluate the course on the aggregate level and communicate with program manager and course responsible.

## **Examination grades**

Students must satisfy course requirements. Different methods of evaluation of student performance in courses are used: written examination, oral examination, written assignment, project presentations, and class contribution. In a single course, one of these methods may be used or a combination of

them may be used. Oral examinations and written assignments may be carried out individually or in groups. Oral and written examinations are to be done either during the course or soon after the course has come to an end. In courses where there is an oral or written examination, the student is offered

two retakes per course. Those who have passed an exam are not allowed to retake it. All courses are graded. Usually students receive two grades: a Swedish grade, with Passed with distinction (VG), Passed (G) and Failed (U) as the possible grades, and an ECTS grade, with A-E being pass grades and FX being fail. For most workshops, only Passed or Failed is given.

## **Degree certificate**

To obtain the Degree of Master of Science (Two Years) with a major in Economics the student must complete the course requirements of 120 credits including 60 credits on advanced level in Economics including the Master thesis of 30 credits, 30 credits in courses on advanced level and 30 credits in elective courses.

*Economics, Management and Technology of Entertainment and Arts, Master programme, 120 credits*

To obtain the Degree of Master of Science (Two Years) with a major in Business Administration the student must complete the course requirements of 120 credits including 60 credits on advanced level in Business Administration including the Master thesis of 30 credits, 30 credits in courses on advanced level and 30 credits in elective courses.

To obtain the Degree of Master of Science (Two Years) with a major in Economics within the programme, the student must complete the course requirements of at least 120 credits including Introductory Analysis of the Experience Industries, Creative Industry Organization, Experience, Entertainment, Arts and Economics, Technology of Entertainment and Arts Industry, Advanced Research Methods in Business Economics and the master thesis in Economics equal to 30 credits.

To obtain the Degree of Master of Science (Two Years) with a major in Business Administration within the programme, the student must complete the course requirements of at least 120 credits including Introductory Analysis of the Experience Industries, Creative Industry Organization, Experience, Entertainment, Arts and Economics, Technology of Entertainment and Arts Industry, Advanced Research Methods in Business Economics and the master thesis in Business Administration equal to 30 credits.

## **Further education**

After completion of the Master programme the students qualify for doctoral positions in Economics or Management.

## **Career prospects**

The potential future careers for masters are:

Management and marketing of:

- TV and internet media
- sports clubs and sports arenas
- exposition and convention centers
- amusement parks
- concert halls, theatres and museums
- cultural tourism