



**FÖRENINGEN EKONOMERNA
VID STOCKHOLMS UNIVERSITET**

BILAGA 6

PRELIMINÄRA VERKSAMHETSPLANER 2018/2019

Tisdag 8/5 2018

Wallenbergssalen, Hus 3 – Kräftriket

Kl.17.00 – 21.00

- **Styrelsen/ The Board**
- **IT-utskottet/ IT Committee**
- **Utbildningsutskottet/ Education Committee**
- **Marknadsföringsutskottet/ Marketing Committee**
- **Näringslivsutskottet/ Business Committee**
- **Börsrummet / The Finance Society**
- **Internationella utskottet/International Committee**
- **Programutskottet / Social Committee**
- **Eventutskottet / Event Committee**
- **Idrottsutskottet / Sports Committee**



VERKSAMHETSPLAN – STYRELSEN 2018/2019

SYFTE

Styrelsen handhar ledningen av Föreningen Ekonomerna och är föreningens högsta beslutande organ mellan föreningsmötena. Styrelsen ansvarar för Föreningen Ekonomernas långsiktiga verksamhet och skall därtill verka efter de stadgar som åligger styrelsen.

Styrelsen bör arbeta för att Föreningen Ekonomerna tillgodoser dess ändamål enligt stadgan § 2 genom strategiskt arbete med fokus på studentnytta för föreningens medlemmar.

GENERELLA MÅL

Studentnytta

Föreningen Ekonomerna definierar studentnytta utifrån tre pelare: utbildning, näringsliv samt studiesocialt. Dessa tre översätts till de tre huvudprodukter, vilka Föreningen Ekonomerna erbjuder sina medlemmar: ett ökat studentinflytande, ökad anställningsbarhet och en naturlig mötesplats.

Studentnytta bör även fortsättningsvis vara det ledord som står i fokus och ligga till grund för de beslut som fattas inom organisationen. Styrelsen bör genom detta underlätta och förbättra möjligheterna till engagemang inom Föreningen. Vidare åligger det styrelsen att kommunicera denna värdering i organisationen.

Samarbeten

Föreningen Ekonomerna samarbetar med flera olika aktörer, däribland Stockholm Business School (SBS), näringslivet, samarbetspartners samt andra studentföreningar och kårer. Styrelsen ska verka för att upprätthålla dessa relationer för att dels skapa studentnytta och även för att skapa mervärde för SBS samt övriga samarbetspartners. Vidare bör styrelsen sträva efter att bredda samarbetet med nya aktörer, både för att öka studentnyttan för förenings befintliga medlemmar men också att attrahera nya.

SBS

Relationen med SBS är av yttersta vikt för Föreningen Ekonomerna och dess verksamhet. Styrelsen bör därför fortsatt upprätthålla en god relation samt se över hur samarbetet kan förbättras ytterligare. I och med bytet av Inspector rekommenderas styrelsen även se över hur denna relation kan utvecklas. Idag finns flertalet forum där representanter från SBS och föreningen möts; Rådet, Institutionsstyrelsen och Utbildningsnämnden. Rådet ger möjlighet för föreningen att tillsammans med SBS samverka för en förbättrad studietid. Institutionsstyrelsen är det högst beslutande organet på SBS vilket ger föreningen möjlighet att bidra med



ett studentperspektiv i de beslut som fattas. Utbildningsnämnden är det organ som fattar beslut gällande utbildningen på SBS.

Näringslivet

Föreningen Ekonomerna har samarbetspartners från näringslivet som är betydande för föreningen. Utöver den finansiella säkerhet våra samarbetspartners ger oss, får många studenter även möjligheten att komma i kontakt med framtida arbetsgivare. Styrelsen bör därför upprätthålla en god relation med dessa, samt utvärdera hur dessa samarbeten kan bli bättre.

Externa samarbeten

Föreningen Ekonomerna deltar även i samarbeten med andra studentföreningar och kårer, bland annat genom Campusrådet och U9-nätverket. Campusrådet verkar för en god relation mellan Föreningen Ekonomerna, övriga fakultetsföreningar på campus samt Stockholms Universitets Studentkår. Samarbetet är viktigt för att skapa god stämning i Kräftriket och på Frescati. Föreningen är även en av deltagarna i U9-nätverket, där Sveriges nio största studentorganisationer för ekonomistudenter sammanträder under fyra årliga konferenser. Det är, förutom ett forum för att bygga relationer, även en möjlighet för föreningen att lära av andra studentorganisationer, och på så sätt utvecklas. U9-nätverket har även grenat ut i att andra delar av föreningarna träffas genom exempelvis I-forum där internationellt ansvariga möts. Ett utökat samarbete är eftersträvansvärt då det främjar kunskapsutbyte, och i förlängningen skapar mervärde för föreningens medlemmar.

Styrning

Föreningen Ekonomerna bör styras på ett sådant sätt att nyttan, samhörigheten och glädjen i att vara en del av föreningen tas till vara på. Vidare bör styrelsen välkomna och ge utrymme för nya idéer och förslag som är i enlighet med föreningens ändamål. För att säkerställa att föreningens ändamål och syfte är tydligt för föreningens medlemmar, bör styrelsen en gång per termin kalla till ett Aktivamöte. På mötet bör föreningens ändamål, organisationsstruktur samt strategiska mål presenteras. Utöver detta bör Aktivamötet vara ett forum för utvärdering samt möjliggöra utbyte mellan föreningens aktiva medlemmar.

SPECIFIKA MÅL

Kunskapsbevaring

Under det andra ordinarie föreningsmötet verksamhetsåret 2016/2017 beslutades det att ändra mandatperioden för föreningens utskottsordförande i syfte att bevara kunskap inom respektive utskott. Styrelsen 2017/2018 har under verksamhetsåret implementerat denna förändring samt utvärderat dess utfall. För att säkerställa den kunskapsbevaring förändringen avsåg bidra till, rekommenderas styrelsen 2018/2019



fortsätta implementerings- och utvärderingsarbetet gällande den nya mandatperioden för föreningens utskottsordförande.

Nya föreningslokaler

Under våren 2018 kommer föreningen flytta från Hus 3 till Hus 1 i Kräftriket. Anledningen till flytten grundar sig i felbedömningar av den planerade verksamhetsytan på nya Campus Albano, dit det var tänkt att föreningen skulle flytta hösten 2021. Den yta som initialt var allokerad till Föreningen Ekonomerna på Campus Albano var för liten för att kunna bedriva föreningens verksamhet. Detta resulterade i att föreningen istället får ta över hus 1 i Kräftriket till sommaren. Med anledning av flytten rekommenderas styrelsen 2018/2019 att se till att de nya föreningslokalerna optimeras enligt föreningens verksamhet och behov. Fokus bör även riktas mot en bibehållen synlighet med hänsyn till det faktum att föreningen inte längre kommer att husera i samma byggnad som institutionen. Vidare rekommenderas styrelsen se över möjligheten till större sittingslokaler.

Campus Albano 2021

Enligt rektorsbeslut ska SBS flytta från lokalerna i Kräftriket till Campus Albano under hösten 2021. Detta innebär att institutionen kommer att dela lokaler med andra institutioner, likt på Campus Frescati. Planeringen för Campus Albano är pågående varför det är därför viktigt att studentperspektivet finns representerat, och även att föreningen har möjlighet till representation på Campus Albano. Styrelsen 2018/2019 rekommenderas därför delta aktivt i de referensgrupper som finns tillgängliga för att säkerställa att föreningens behov, i form av representation och sittingslokal, samt studenternas behov, i form av lärandemiljöer och studieplatser, blir uppfyllda.

Ekonomi

Skattmästeriet 2018/2019 rekommenderas att fortsatt utveckla och förenkla de dagliga rutinerna för ytterligare effektivisering. En rekommendation till hur detta kan genomföras är via ökad digitalisering. Digitalisering bör inte enbart undersökas i skattmästeriet, utan av styrelsen som helhet och i föreningen i stort. Vidare bör skattmästeriet se över den långsiktiga ekonomiska överlevnaden, genom att undersöka alternativa långsiktiga intäktsmöjligheter. Detta kan bland annat göras i samråd med näringslivsansvarig och de rekommendationer som ges gällande näringslivssamarbeten.

Skattmästeriet bör även undersöka vilka ekonomiska följder en eventuell kårstatus skulle medföra föreningen. Vidare rekommenderas skattmästeriet se över möjligheter till att avlasta skattmästeriet i det operativa arbetet för att frigöra tid till mer strategiskt arbete. Styrelsen 2018/2019 rekommenderas även att fortsätta arbetet mot en mer ekonomiskt decentraliserad förening genom att undersöka möjligheter till att delegera ut ett större ekonomiskt ansvar till förtroendevalda inom föreningen.



Decentralisering

Under verksamhetsåret 2017/2018 har styrelsen uppfattat att vissa interna processer kan upplevas långdragna. För att möjliggöra tillväxt i föreningen rekommenderas styrelsen 2018/2019 att se över möjligheterna till ytterligare decentralisering och effektivisering vad gäller de processer som ingår i projektskapandet.

Internkommunikation

Under verksamhetsåret 2017/2018 har styrelsen upplevt viss variation i användandet av de kommunikationskanaler som används inom föreningen. För att säkerställa effektiv internkommunikation rekommenderas styrelsen 2018/2019 att se över de olika kommunikationskanaler som används, samt utvärdera dessa. Vidare bör styrelsen 2018/2019 fokusera på ökad kommunikationsfrekvens inom föreningens olika delar samt se över möjligheter till eventuella feedbacksystem.

Kårstatus

Sedan kårstatusutredningen initierades av styrelsen 2015/2016, har utredningen fortlöpt. Under våren 2018 beslutade styrelsen 2017/2018 att lägga fram en proposition på det tredje ordinarie föreningsmötet gällande en ansökan om kårstatus för SBS för perioden 2019–2022. Styrelsen 2018/2019 rekommenderas därför fortsätta förberedelserna för en eventuell kårstatus under verksamhetsåret. Detta innebär att utreda eventuella strukturella förändringar i utbildningsbevakningen, likväl som föreningens övergripande struktur. Styrelsen rekommenderas även undersöka behovet av eventuella del- och heltidsarvoderingar. Vidare rekommenderas styrelsen 2018/2019, i syfte av att ge föreningen de bästa förutsättningarna att bli tilldelad kårstatus, fortsätta arbetet med att öka medlemskvoten både kortsiktigt, men även långsiktigt.

Mottagningsverksamhet

I samband med flytten kommer möjligheten att nyttja café Arom som publokal sannolikt upphöra. Vidare kommer SBS till våren 2019 att anordna en gemensam introduktionsdag för samtliga nya studenter i Aula Magna. I och med de förändrade förutsättningarna rekommenderas styrelsen 2018/2018 se över alternativa upplägg för välkomstprogrammen.

Styrelsen 2017/2018 har, enligt rekommendation från styrelsen 2016/2017, fortsatt arbetet med en gemensam mottagningsverksamhet för internationella och svenska studenter. Under verksamhetsåret har emfas legat på utvärdering av hur grupperna bör delas in för att dels integrera svenska och internationella studenter, men även för att underlätta schemalaggnings av projektens aktiviteter. Då styrelsen 2017/2018 upplevt att den gemensamma mottagningsverksamheten varit gynnsam, rekommenderas efterträdande styrelse att fortsatt ha ett sammanslaget välkomstprogram som inkluderar både svenska och internationella kandidatstudenter.



Föreningen har under en tid upplevt en utmaning i att locka masterstudenter till engagemang. En utredning som gjordes av styrelsen 2016/2017 visade på önskemål om ett annat upplägg på välkomstverksamheten. Styrelsen 2016/2017 beslutade därför att upprätta ett nytt mästeri, Masters Club, och att under detta införa ett nytt välkomstprogram för masterstudenter; Master Welcoming Weeks (MWW). Styrelsen har under verksamhetsåret 2017/2018 implementerat denna förändring och anordnade under hösten 2017 den första upplagan av MWW. Det nya välkomstprogrammet var i sin helhet lyckat varför styrelsen 2018/2019 rekommenderas fortsätta med välkomstprogrammet för masterstudenter, samt se över områden som kan förbättras.

IT

Styrelsen 2017/2018 har under året utrett möjligheter till att öka trafiken till föreningens hemsida. Styrelsen 2018/2019 rekommenderas fortsätta denna utredning samt säkerställa att hemsidan optimeras efter föreningens behov. Under verksamhetsåret 2017/2018 har styrelsen arbetat på att förbättra medlemskapssystemet, ett arbete styrelsen 2018/2019 rekommenderas fortsätta.

Synlighet

Att synas på campus och digitala plattformar är en viktig aspekt i skapande av varumärkeskännedom hos studenterna på SBS. Genom att skapa varumärkeskännedom syftar vi till att bli top-of-mind och genom ett starkt varumärke locka studenter att bli medlemmar. Det digitala klimatet förändras ständigt och det finns ett stort värde i att synas på campus både digitalt, men även fysiskt. Styrelsen 2018/2019 rekommenderas därmed att fortsätta arbeta med synligheten för föreningen samt se över alternativa kanaler för detta.

Samarbeten med näringslivet

Under verksamhetsåret 2017/2018 har Föreningen Ekonomerna haft åtta officiella samarbetspartners där olika aktiviteter, såsom projekt, evenemang och marknadsföringsinsatser har genomförts. Utöver dessa har föreningen även samarbetat med flertalet andra aktörer inom näringslivet, utan att ingå partneravtal. Dessa samarbeten har bland annat kunnat röra sig om deltagande i projekt, evenemang eller endast marknadsföring via föreningens kanaler. Under året har föreningen även lyckats öka försäljningen av marknadsföring, främst via hemsidans jobbforum. Styrelsen 2018/2019 rekommenderas att fortsatt investera i befintliga partnerrelationer, men även att se in i andra typen av samarbeten som inte nödvändigtvis behöver omfattas av partneravtal. Det rekommenderas vidare att fortsätta undersöka om fler områden kan generera långsiktiga intäkter till föreningen.



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Dataskyddsförordningen (GDPR)

Med hänsyn till den ikraftträdande dataskyddsförordningen (GDPR) rekommenderas styrelsen 2018/2019 att säkerställa att samtliga delar av verksamheten är anpassade enligt den nya reformen.



ACTIVITY PLAN IT Committee 2018/2019

Activity description

Since FS16 the IT Committee was run by chairman Melker Mattsson and vice-chair William Ramstedt. During SS17 Soroush Hasanpour was chosen as the new chair for the upcoming year, he later picked Leonard Holmlund as his vice chair. The committee's main objectives along with the head of IT is to encourage the integration of IT into the association.

The committee will continue to attract new members through events, IT mingle and IT related lectures. The committee will also work for a more defined role and establishment in the association through Podio. Since SS16 work has begun to engage members of the association with an interest in gaming. This is to increase the amount of new members and increase the number of projects. This work will continue as the events have been popular and attracted new members.

Chairman and vice chairman of the committee have the responsibility to make sure the committee is functioning and performing their tasks as discussed with relevance. The IT committee reports to the head of IT of the board.

Visions

The committee's primary vision is to integrate IT and economics at a larger scale among the members of the association. This will be achieved through lectures, workshops, study social events, and active nights with attractive companies. Above that the committee will also welcome anyone interested in gaming through gaming nights, pubs, and other related events. The committee will be available for people with any form of interest in IT.

foreningenekonomerna.se

The IT committee has not recently been engaged in maintaining the website since this has not been a priority but maintenance will be done when it is needed and possible.

Business

One of the goals of the committee is to improve the relationship between students of economics and the IT world. The majority of the association's members are students of economics that are not IT oriented and the committee can act as an opportunity for these students to get in contact with IT related branches of the industry. The committee will look for possible cooperation with other committees in order to organize and plan events with relevant connection to these committees. Anything with a connection to IT is encouraged.



F.E.ST. Radio

The committee started a podcast for the association during the start of SS18 and has been involved in continuously running and maintaining it. The goal was to minimise the gap for less active students that are looking for a way to get updated on all the activities.

Gaming Culture

Since SS16 the committee has begun to officially encourage the interest in gaming. The committee has found a niche that the association has been missing and this follows the vision of the committee. This will be achieved through a returning gaming night, a following of E-sport, and other similar events. The goal is to attract new members who still have not found a niche in the association and create a welcoming atmosphere. The committee will be looking for way to expand these events through more activities and perhaps sponsors. If possible, the committee will also be looking for ways to take part of smaller pubs with different gaming activities with more focus on fun experiences rather than competitive. The committee will continue to expand the existing projects but also enhance their social aspects where anyone is welcome.

Lectures and workshops

Another link between the students of the association and the IT world is lectures and workshops from leading companies of economics. The committee will also be looking to plan smaller events educational purposes that make the gap smaller between IT and economics and help make the view of IT less challenging. When possible we will look for possibilities to visit companies.

Division of responsibilities

Chairman

Holds committee's and the association's confidence and is thus responsible for the committee's work, members, meetings and information to students and businesses. The Chairman is responsible for reporting to the head of IT of the Board who in turn reports to the Board and for contact with the Stockholm Business School. The Chairman is primarily responsible for all the projects that the committee conducts. Chairman of the committee is the link to the Operational Management Group. In the fiscal year 18/19, the chairman of the committee will work to retain a worthy function and place in the association with a clear definition of the committee and its long-term operations.

Vice chairman

Responsible for the committees's work and meetings where the chairman is not able to attend. Below the chairman the vice chairman is also ultimately responsible for



events and projects carried out by the committee. Vice chairman attends the meetings of the Operational Management Group along with the chairman to gain greater insight into the association and the committee's position. Vice chairman, together with the chairman of the committee will assure that the strategic and operational work to the committee retains a worthy function and place in the association during the fiscal year 18/19.

Project group

The members of the committee that adopts a project forms a project group and are thus responsible that the project is carried out in the best way possible with a clear relation to a project plan. If a project leader is appointed this person will be responsible for the project group. The project leader reports to the chairman and provides all relevant information regarding the project.

Internal operations

There are no pre-requisites for the committee's members. All members of the association are invited to join the committee. The committee is intended to be accessible to all who are interested in IT. The vision is that the projects should be engaging at different skill levels. Individuals with experience and knowledge in IT should be able to thrive and develop in the committee and take on projects that require their expertise. At the same time individuals with little or no knowledge need to be able to have a place in the committee to develop, learn and work with more basic IT operations and IT projects.

Association members must understand that they are very welcome to get involved in the committee without any prior knowledge or experience. Though it should be stressed that the committee is not intended to be a simple IT training for those members who wish to join, but the primary focus must be on various projects for the benefit of the association. This is where the committee's resources are mainly to be used. Knowledge should and will in any case be exchanged internally in the committee. There is a strong added value to people with less knowledge seeking help from people with more knowledge inside the committee, to develop and contribute to the committee's activities.

For the upcoming semester

In fiscal year 18/19, the focus will be on creating a continuous presence with various projects and events. These projects can be old recurring projects but also new innovative projects. This should lead to a more legitimate view of the committee within the association and attract more members. The IT committee shall also assist other active members of the association, when it comes to internal communication on Podio.



ACTIVITY PLAN

Education Committee 2018/2019

The Chair and the Vice-Chair have the responsibility to ensure that the committee runs smoothly and to execute and fulfil the purposes that are being stated below or have been decided in unison with relevant actors. The Education Committee reports to the Vice President and Head of Education in the Board.

The vision of the Education Committee

Through an engaging way to enrich students' academic skills and, thus, enrich their qualifications for their future careers. A committee that through discussion and cooperation aims to improve the quality of education in SBS and student knowledge.

Purpose and Goals

To enrich the student's knowledge and increase the student advantage through relevant courses and lectures.

The Education Committee projects

The Education Committee projects are the central part of the committee's goal. The projects contribute to a great part of the association's educational activity and are therefore significant to maintain. The project portfolio has been defined differently in the past and this is something that is going to continue, since we want to constantly improve the contribution of relevant knowledge.

Committee description

The Chair and Vice Chair of the Education Committee are the voice of the students in educational matters towards Stockholm Business School (SBS) through participations in several councils and boards but does no longer report to the Education committee regarding these matters. In collaboration with the Vice President and Head of Education in the Board, Student Council is now the responsible organism which is going to run queries regarding student matters and maintain the insight and influence of the students when concerning more important matters at SBS.

Instead, the committee operates solely to increase the knowledge and employability of the students by creating different study empowering events and courses.

Committee activities

Speak-Up Week

The goal with this project is to give the students at SBS an opportunity to give feedback on their overall educational experience. During a week in the spring semester, students will get the chance to fill in a form where there will be questions regarding their education. The result of the Speak-Up Week project will be



concluded and presented to the Institutional Board at SBS during the beginning of the next fiscal year. The ambition is to increase the student participation by giving them a treat in exchange for them filling in the form.

This year, the previous project called The Ballerina Award will be merged with Speak Up Week. Since 1993, students have voted for the best teacher every spring semester. To increase the turnout, the first voting round will be part of the Speak Up Week questionnaire and the second round will take place on Fastreg.

Excel-course

The Excel-course is a collaboration between the Education Committee and PwC and is currently one of the committee's most popular events. The main purpose is to improve students' skills at Excel, which is a program that is often a requirement when applying for positions as a business graduate. This course is mainly for students taking the FR- and COF-courses but is of course open for every student interested in participating. The course is to be held once each semester.

Digital Marketing

Digital Marketing is a project that aims to improve students' skills on digital marketing by creating a bridge between students and companies that are already working in the field. During the fiscal year 16/17 the event was held together with Whispr Group and this year the project was done in collaboration with Google. Students completed an online course in Digital Marketing by Digitalakademin and participated at an event at Google's office where a pitch competition and a variety of lectures took place at the period of two days. All students that successfully completed the course received a certificate for their earned skills by Google & Almi.

Presentation Course

This course has previously been a collaboration with EY and its purpose is to increase the PowerPoint knowledge of the students. This year it will be a collaboration with Whispr Group and improve students' skills in making speeches with a Keynote as a tool. The goal is for the course to be held once both semesters.

GMAT-course

The GMAT-course's focus is to prepare the bachelor students for the master admission test, GMAT. The hope is that this will increase the SBS-students' results on GMAT and improve the reputation of the master programs at SBS. A person with a GMAT-score of at least 650 is a prerequisite.

Thesis lecture

The lecture was created since several students felt poorly prepared to write their thesis. The main goal of the project is therefore, through relevant tips and ideas from previous students, to contribute to an increased comprehension and comfort when



writing the thesis. Hopefully we will arrange a thesis lecture both fall and spring semester.

Structure of the Education Committee

The Chair

The Chair is responsible for the labour, members and meetings together with informational distribution towards students and companies. The Chair is also guaranteed a seat at the three representational responsibilities that the committee undertakes, which is the Institutional Board at SBS, The Educational Council at SBS and The Social Science Faculty Council at Stockholm University. It is also the responsibility of the Chair to convey information between the committee and the Operational Management Group. Finally, the Chair holds main responsibility for all the projects and events held by the committee.

The Vice Chair

The Vice Chair is elected by the Committee and are responsible for the labour and meetings of the committee when the Chair cannot be present. Furthermore, the Vice Chair is secondary responsible for events and projects of the committee and is also permitted to be present at the Operational Management Group meetings. After being the Vice Chair of the committee for one semester, the Vice Chair is going to step up as the Chair of the committee for the next semester to come.

Project Manager

The Project Manager is responsible for a project or event and makes sure that the purpose of the project or event is fulfilled in the best way possible. The Project Manager, or Project Group, regularly reports to the Chair or the Vice Chair regarding the process of the project or event.

Committee Members

If a participant at the committee meetings does not take on a task, as Chair, Vice Chair, Coordinator or Project Manager, his/her role is solely a member. As a member, it is important to represent his/her fellow students' opinions and present them at the meetings in order to be able to bring them forward. Members also represent the committee and therefore should be able to share our ideas and purpose to possible new members. Everyone involved in the Education Committee, active or not-active is considered a member of the committee.

Meeting Coordination

The committee meetings shall take place regularly in order to evoke timely decision making and update current status on various projects. Ideally, a meeting should be held approximately once a month. The Chairs shall send an invitation to all members of the committee through Podio. An agenda for the meeting shall be sent out to all



members before the meeting. Furthermore, the members shall be asked what their opinions are regarding different matters and decisions. All documents such as summon, agenda and protocol shall be written in English and uploaded on Podio after every meeting.

Marketing and commitment

In order to market the committee, the Chair and/or the Vice Chair shall be represented at as many events possible held by Föreningen Ekonomerna. This responsibility is also shared with the members of the committee. The focus is to be represented at Fadderiet and Meet & Greet where many new students participate.

All of the members in the committee have a guaranteed spot in all courses held by the committee. Active members of the Education Committee will be rewarded with three bonus points for their exchange semester, if they become project managers and stay active for at least one semester. A motive that can also be used to recruit new members to the committee.

Communication and responsibility

The Education Committee is characterized by its close relationship with SBS, mainly through the participation in the Institutional Board and the Educational Council. This contact shall be held by the Chair, since he/she is the trustee, both by attending the IB and EC meetings, as well as, through the ec-mail.

The Chair has the responsibility to update the committee's workspace on Podio where the protocols from the committee meetings are to be posted. All communication shall be in English so as to include non-Swedish speaking students, as well. The ec.project-mail is to be used regarding all official matters, especially when gathering applications for events held by the committee, since this simplifies the coordination in a professional manner. The Chair makes the decision of handing out the password to the ec.project-email to project managers that will need to contact other companies or sponsors.



ACTIVITY PLAN

Marketing Committee 2018/2019

Committee Overview

Marketing Committee creates and strengthens Föreningen Ekonomerna's marketing profile through both internal and external marketing. The committee's activities maintain a focus on the diverse areas of marketing including photography, film, graphic design, strategic work, copywriting and communication. For the active members of the Committee it is a natural meeting place to promote these areas of interest. The committee also acts in support of the other committees, projects and events within the Association to improve and sustain their marketing activities. The Marketing Committee aims to take an active role in the recruitment efforts of the entire Association, establish contacts with the business community, and educate association members in operational marketing.

Purpose and Objectives

The Marketing Committee will continue the development of the Association's marketing profile both internally and externally through 2018 and into 2019. As mentioned above, the Marketing Committee acts as a liaison for all operational sections to foster exposure to new and existing members through the recurring projects, Meet & Greet and The Student Guide, which is described below. Thus the Marketing Committee is of great importance to the whole Association as well as for promoting increased awareness for participation opportunities. The Market Research Group have been working on adding focus on clear results concerning the awareness of the Association and the opportunities available within it; in other words, the recruitment of new active members.

The Committee strives for an increased level of marketing expertise that can be further applied to the Association's external marketing. A goal of 2018 and 2019 is to foster a nexus of talent from which the rest of the Association can turn to for advice and skills. Through projects such as marketing workshops, a YouTube channel and a social media content group we strive towards more active members within the committee.

Another objective of 2018 and 2019 is to continue the development of a more strategically oriented role in operational marketing, empowering members of all committees to establish and follow marketing practices within their projects and events. The hope with this is that students with different types of training can collaborate and share knowledge with each other.



Vision

By working together with all operational aspects, we envision a more holistic marketing profile for Föreningen Ekonomerna. The profile must be clear and consistent.

The committee would like to offer students who are interested in marketing and management a natural complement to their studies in the form of practical and strategic projects.

The Chair and Vice Chair

These two positions work together to structure, organize, motivate and advocate for the committee's activities, both in general and for the active members. The Chair is ultimately responsible for operations and administrative tasks.

Committee Groups and Projects

Meet & Greet

The Meet & Greet is an event where students - regardless of affiliation with Föreningen Ekonomerna - have the opportunity to meet representatives from all of the committees and other operational and administrative elements. Students who visit the Meet & Greet will get an insight and understanding of the Association. Every Meet & Greet should increase the general awareness of Föreningen Ekonomerna and the efforts that drive it. Through increased awareness, new and current students can discover new opportunities to participate and contribute, and thus the Meet & Greet acts to a large extent as a recruitment tool for new active members.

The Meet & Greet is conducted once per semester, in coordination with the welcome program for new students, Fadderiet. The Meet & Greet takes place over a couple hours in one evening and is organized much like a recruitment fair. This fosters an energetic and welcoming atmosphere for curious students.

The Student Guide (Ekonomkompassen)

Marketing Committee is responsible for an annual magazine with information about the Association's activities. The aim of the project is to make relevant information in the Association available to all members. The name of the book has up until recently been Ekonomkompassen, but with internationalization it has been changed to The Student Guide. The contents of the book vary from year to year, but the consistent aim is that the reader gets information about student traditions, various committees, projects, the Board, and what has happened and will happen during the year. The book will be digital, a departure from traditionally printed material that is intended to reduce costs and environmental impact. The project work consists of both graphic



design, copywriting, structural and organizational work. A project team will be appointed during the fall semester.

Larger lectures presented as standalone events will also be organized on a case by case basis, pursuant to the specific interests of committee members in various areas of marketing, for example digital marketing, fashion marketing, branding, etc. A separate project team will be established for each of these lectures.

Marketing Workshops

The intention of these workshops is to allow students to visit companies working within marketing. Our goal is to get students in contact with possible employers and for them to gain knowledge about the possible positions they can work towards during and after their university studies. A project group will be appointed during the fall semester.

The Market Research Group

Acknowledging that Föreningen Ekonomerna needs a consistent and current profile of the students that it serves, the Market Research Group aims to investigate the desires and opinions of students at Stockholm Business School and Stockholm University. The Market Research Group will function as the primary section for those interested in strategic marketing topics such as market research and brand awareness and provide those members with an opportunity to gain practical experience in those areas.

YouTube Channel

We aim to continue Föreningen Ekonomerna's Youtube channel during the fiscal year of 2018-2019. Typical YouTube content such as challenges, vlogs, etc. will be created by the project group together with members of the Association. The YouTube channel's main target group is current members of Föreningen Ekonomerna but also non-members to get them interested in the Association. This project intends to create a personal and fun connection with members in order to portray what it is like to be a part of the Association.

Social Media Group Content

We aim to create a more active and extensive Instagram account during the fiscal year of 2018-2019. Content will be produced during a selection of events and projects within Föreningen Ekonomerna as well as more everyday content to portray the "behind-the-scenes" of the Association. The main target group for this project is current members of Föreningen Ekonomerna but also potential members to get them interested in our Association.



Newsletter

We want better updates for our members and therefore we will once a month or every other month send out a newsletter about the Association's upcoming events and projects. The newsletter will be a summary of current projects and events as well as fun information and pictures. Our goal is to increase participation in events and knowledge about current happenings. The main target group for this project is current members of Föreningen Ekonomerna.

Internal Social Events

It is of paramount importance to the committee that the atmosphere is open and that the opportunity to participate in projects is perceived as accessible. To this end the ties between the active members of the committee should be strengthened and cohesion should be promoted, and on occasion social events such as dinners or visits to relevant institutions will be organized. Project leaders assigned on a case-by-case basis as needed.

General Goals of internal Operations

The goal of the committee's internal operations is a general increase in the members' skills in marketing, improved knowledge sharing and strengthening cohesion within the committee. Additionally, members should feel that they are gaining experience and knowledge commensurate with their contribution to the Association.

Communication

All communication for the internal operations of the committee takes place through Podio, as with the rest of Föreningen Ekonomerna. This allows the committee to store all digital assets in a single place and ensure streamlined communication. External communication with potential members, students or other official contacts is done through the committee email mc@foreningenekonomerna.se whenever possible. Should a non-association email account be used for any reason (e.g. a project manager's personal email), the Marketing Committee email must be CC-ed.



ACTIVITY PLAN

Business Committee 2018/2019

The Business Committee (BC) operates as a link between the members of Föreningen Ekonomerna and the business world. Through projects, events and different roles the Committee creates a good contact with the association's partners and sponsors, and to the industry as a whole. BC is actively working to contact new companies and sponsors and establishing new partnerships. The Committee also works internally with greater cohesion in order to work more effectively within the committee.

Objectives and goals

Objective

To give economic students at Stockholm Business School good knowledge and good contacts with the business industry while at the same time encourage them to work with personal development by arranging events during their studies, which will serve as a foundation for their future career.

Main goal

Integrate business students in the business industry and increase employability.

PROJECTS AND EVENTS

Career day

The purpose of Career Day is to arouse interest among both on-going economic students as well as new ones at the institution, before their choice of future employer and career. This is done by, companies from different industries attending a fair in Ljugården where they can interact with students. Career Day will make it easier for business students to get in touch with companies, gain insight into how they work and what jobs or internships they have to offer. Students will have the opportunity to meet and establish contacts with professionals directly from the business world to increase their awareness of future career opportunities and gain insight into what their choice of education can lead to in practice. This will be an annual event.

London Banking Week

London Banking Week is a project whose aim is to improve the contact between the Association members' and the international business. It also allows the students to get a better opportunity to compete for corporate internship whose recruitment often begins in the fall. Students will have a clear picture of how the financial industry operates in London and how they can proceed to apply for an internship there. This also means that the name Stockholm Business School and Föreningen Ekonomerna gets spread and creates a stronger attraction for the course and for the students who



study at each university. London Banking Week also facilitates students' entry into the financial sector by giving them a clearer picture of how they proceed. This will be an annual event.

MINERVA – Mentorship program

Minerva Mentorship program aims to strengthen the relationship between the ambitious economic students and successful partners in the commercial and industrial industry. The aim is to create a concept in which each of the participating students have access to an individual mentor during one academic year. At the end of the program students will have acquired a great advantage before their future careers after graduation, due to their active participation. This will be an annual event.

Sustainability Day

The background to this project is that we are interested in creating a greater awareness among students at Stockholm University in terms of sustainability and CSR. In today's society, the majority of companies conduct different CSR activities and the overall society expects that companies operate in a sustainable manner.

The project includes relevant guest speakers, workshops and various companies / Individual organization that students can mingle with. The whole event is sustainable, and visitors are offered organic snacks and organic products produced by various sponsors. This will be an annual event.

Career Choice

The purpose of the Career Choice is to inform students about the upcoming choice of major in their studies, to facilitate their decisions. The majors that students have to choose between are Finance, Audit, Marginal Accounting, Marketing and Management. During the Career choice students are offered to go on company visits in which companies present their business, their work situation and what a typical day might look like. This will effectively give students an insight into possible career paths and contribute to increased contacts between the business industry and students. Opportunities to try the case solution can also be provided for this project depending on the setup. Career choice is held once each semester before the major choices.

Diversity event

The background to this project is that we are interested in creating a greater awareness among students at Stockholm Business School in terms of Diversity and Equality. Since this subject is highly relevant in today's society and the majority of companies try to work more with becoming a diverse organization this feels like an important event to arrange. The goal is to keep this as an annual event, taking place at the end of the spring semester. We work heavily with issues of equality in the



Business Committee and everyone's right to be part of the group. The idea is that it will be an event with activities such as lectures and workshops on equality between gender and ethnicity. The aim is also to invite different companies to talk about how they work with equality in their organizations.

Internal Management Events

Internal Management Events are exclusive and smaller events within the field of Management. Since the association has many events within different majors but not many focused on management this was created. The goal is to facilitate members' entry into the business world and especially the management sector. This will be a project organized for the active members of the Business Committee but if there is a spot that needs to be filled in, members of the Association will be invited. The idea is that there will be at least two events each semester which will consist of company visits with case solving, breakfast mingles or different types of workshops. The project leaders will work with this project for one fiscal year and arrange at total four or more events during their time.

Student activities with companies

These activities are organized mainly by our contact representatives or active members within BC, together with the partners or individual companies to increase the contact between business students and companies in relevant industries. Members help companies convey their events so that they can meet students from Stockholm Business School. There is also the opportunity to inspire businesses to organize student visits that only caters to the members of Föreningen Ekonomerna. The aim is to increase the transparency of companies and give students a better idea of what they can work with after graduation.

Inspiration Lectures

The concept is based on lectures given by successful and interesting people, which by telling about their life story and career inspire economics students to study and develop their own careers.

Contact Representatives for partners

The contact representatives shall act as a link between the partner and the Association, Föreningen Ekonomerna at events and other things related to the Association, to create continuity of contact.

Exclusive/development events

Aims to develop the committee-members in areas that they feel they need to improve in, such as the sale and/or rhetoric. This is done as far as possible to meet members' needs and preferably in collaboration with partners or other companies.



RESPONSIBILITIES

Chair, The Business Committee

Is responsible for the committee's work, members, meetings and information to students and companies. It is the Chair's task to convey information between the Committee and the Head of corporate relations in the board. The Chair also conveys information between the Committee and the Operational Management Group and also has the main responsibility for all projects and events, which the committee conducts.

Vice Chair, The Business Committee

Is elected by the committee and is responsible for its work and meetings where the chair cannot attend, and the second responsible for the events and projects carried out by the committee. Vice Chair also attends The Operational Management Group meetings with the Chair to get greater insight into the association and the committee's position.

Coordinator, The Business Committee

The Coordinator acts as a link between the members of the Committee and the Chairs. Main responsibility is to inform new members about the committee and provide current members with new/necessary information. A part of the coordinator's role is to make sure that every member is comfortable in the committee and are engaged in a project group/ another role. The coordinator is also responsible for other activities such as kick off, learn new members Podio and being the secretary at our committee meetings and the interview together with the Recruitment Assistant.

Recruitment Assistant, The Business Committee

The Recruitment Assistant is a new role that will work closely with the Chairs to facilitate the recruitment process for every role applied for within the Business Committee. The Recruitment Assistant will be mainly responsible for going through every CV and cover letter sent in for a specific role and will be responsible for holding all interviews connected to the application. The Coordinator will also take part in the interviews as a secretary for the Recruitment Assistant. It will then be up to the Chairs together with the Recruitment Assistant, whom will be appointed the role.

Marketing Responsible, The Business Committee

The Marketing Responsible acts as a centerpiece of all the committees marketing managers. This role is to facilitate all marketing managers, project leaders and contact persons with their marketing activities. Main responsibility is to strategically work with ideas how the committee can market ourselves better and then make these



activities happen. A part of the Marketing Responsible role is to approve all marketing plans within the committee and be a part of the marketing activities (such as Fadderiet) to promote the committee. This Person will work closely with the Art Director in promoting our committee thru video/filming and new things that will help the committee grow in the future.

Art Director, The Business Committee

Art Director is a new role that will work closely with the Chairs, the marketing managers and the marketing responsible for the committee. The Art Director will be responsible for all graphic design made within the committee and therefore be the only one who creates all posters, flyers, videos or trailers for both the chairs and every project. The goal and purpose of this role is to facilitate the committee with all graphic design in order to easily work with trademarks, which will lead to more recognition and therefore also more visibility.

Project Group

Project groups are responsible for making sure projects adopted are performed in the best way possible and corresponds to the objective set for the project. If there are some project managers these people have the primary responsibility for the projects team work. Project manager and a possibly project group, report to the Chair / Vice Chair about the progress of work.

FOR THE UPCOMING SEMESTER

The Business Committee should continue to work actively to establish contact with new companies and partners which will be met by, in connection with projects/events also add inquiries about companies/sponsors who are interested to cooperate with the Committee in the future. Through this, we achieve a wider network of contacts and can arrange more student activities with the company during the fiscal year and improve our chances of increasing the number of partners. Furthermore, the committee should continue working with its structure and implementing new roles to make the committee even bigger and greater. A key is to keep working on increasing the number of active members and create a creative and open cohesion in the group. More dedicated students in the committee will lead to both collaboration and the ability to establish contact with new companies. During the year, the committee shall encourage member's own ideas on new projects and positions in order to facilitate both the committee and the board's work. Furthermore, we want to establish more collaborations with other the committees.

This year, a lot of work will be devoted to promoting the committee even more. We will put more focus on marketing and how to reach out and make us more visible for students. We also want to work more with establishing closer relationships with all



members of the committee by arranging even more exclusive and fun activities to get a better group dynamic. Furthermore, we want to implement new projects/events and diversify the types of companies we contact for events, so there is something for each major. An idea on how to accomplish this is to start smaller projects/ events that involve different types of companies that will give students a wider view.



ACTIVITY PLAN

Finance Society 2018/2019

Overview

The Finance Society at Föreningen Ekonomerna operates through theoretical and practical sessions to provide the financial interested members in the association with active tools to help them take the first step into the financial industry. The University gives the students theoretical knowledge through lectures, seminars and group exercises, The Finance Society works to further develop that knowledge through practical activities. The Finance Society must also work to provide financial interested students with a natural meeting place, which is done by regular meetings, workshops, and corporate visits.

Purpose

The Finance Society aims to provide finance interested association members and other students at SBS a fulfilling University experience through various forms of training, meetings and events. Furthermore, The Finance Society looks to offer the option of using different projects to analyse financial news to get a deeper understanding of the current financial industry on a more general level.

Vision

The Finance Society wants to be a natural meeting place for finance interested students both on the web as well as in the premises of Föreningen Ekonomerna (Kräftriket). The Society gives association members an opportunity to actively meet and interact between each other over financial matters. Furthermore, The Finance Society offers several courses in technical analysis on different levels and relevant workshops in the topic. Furthermore, The Finance Society strives to give lectures regarding the subject and field of finance and relevant corporate visits when possible. The Finance Society will continue its efforts to build a durable internal structure as well as to create awareness of the Society, both external and within the University, to maintain a reliable base of active members. We also want to build relationships with national as well as international committees and organizations to strengthen future networks and relationships.

Marketing

The student awareness for the Society will be strengthened through regular updates on social media. Additional marketing is done in combination with planned events, meet & greet, meet the committees, Facebook and other social media linked to Föreningen Ekonomerna. The Marketing Manager will be responsible for the points mentioned above as well as reporting back to the Chair and Vice Chair of the Finance Society.



The Main Projects of The Finance Society

The following describes the different projects that excels The Finance Society.

TFS Weekly Market News Flash

We want to be able to communicate daily news to the society's members and other readers who have an interest in finance. The TFS Weekly Market News Flash project members will have the opportunity to engage themselves in the areas that they are interested in and create ways to deliver the news to the readers. The project's main structure contains a Weekly market flash that is sent out to the subscribers ever Sunday.

- **Weekly Market Flashes:** The Finance Society aims to publish one weekly newsletter that gives the reader a general idea of what has happened in the financial news sectors. This is done through various smaller forms of summaries/analyses, where the focus lays on different parts of the market, such as Microeconomics, Macroeconomics, M&A, Commodities, and Equities. The letters are then sent out to the subscribers every Sunday.

Asset Management Group

The AMG project aims to exercise the technical and fundamental knowledge of the stock market within the committee to manage a portfolio of securities using money provided by the association (Föreningen Ekonomerna). The group will be put together by the project leaders and through a recruitment process set by the project leaders. The AMG will through regular meetings manage the portfolio and analyse trades from both a technical and a fundamental point of view with the main goal of beating the Stockholm Index on a year to year basis. The meetings are an important part of the AMG operations, where the members discuss selling/buying stocks and receive unbiased input by the Chair.

Corporate Relations

This project intends to contribute to the corporate events of the Finance Society. This includes workshops, lectures and networking events with organizations within the financial industry or other relevant industries. As well as cooperation with other committees, both national and international.



ACTIVITY PLAN

International Committee 2018/2019

Description of Committee Operations

Föreningen Ekonomerna's International Committee (IC), known in Swedish as Internationella Utskottet (IU), will actively work to promote a network between students, partner universities and companies, in order to foster cultural exchange, international cooperation, as well as to market Föreningen Ekonomerna, the Business Association at Stockholm University.

The International Committee will be the first contact and meeting point for students at Stockholm Business School who are particularly interested in international studies and careers, contacts and companies. Together with the Head of International Affairs in the Board, the IC collaborates with the Association's international contacts, such as international students, companies, public sector and other student associations, both in Sweden or abroad.

The Chair and Vice Chair of the IC are responsible for the well function and improvements of the committee's operations, whilst carrying out its regular operations as chartered or agreed upon with relevant actors. The IC is responsible for reporting to the Head of International Affairs at the Board. The three of them will carry out their respective tasks, along with ensuring that the projects fulfill their goals and arrange successful activities for the members of the Association. Moreover, the internal and external communication within the committee and with international companies, public institutions, members and Stockholm Business School will be performed according to Föreningen Ekonomerna's operational charters.

Vision of the International Committee

The main vision of the International Committee is that the Chair, Vice Chair and the Head of the International Affairs in the Board will actively work towards making Föreningen Ekonomerna an increasingly more international organization. This entails offering the possibilities to establish an international career, fostering a diverse community and partners.

Purpose and Objective

The purpose and objective of the IC is to foster international exchange and collaborations, as well as to increase Föreningen Ekonomerna's international status. It is the duty of the Chair of the IC to coordinate projects and assure that the committee operations progress together with project managers. Furthermore, the IC should seek to increase the direct collaboration with Stockholm Business School through the Head of International Affairs regarding international topics, in addition to cooperating in relevant projects. Together, they will promote inclusiveness and diversity within Föreningen Ekonomerna in terms of members, projects and partners. The Chair and Vice Chair will focus on ensuring opportunities for students that want



to pursue an international career and learn more about business cultures at a global level, as well as fostering a healthy social environment for the international students at Stockholm Business School.

In connection to this, is the duty of the IC to arrange successful projects, such as International Business Week, Venture Asia and Global Music Industry in the spring, and European Career Tour and Silicon Valley Tour in the fall, along with other smaller projects such as Foodies Interested in Cuisine from Abroad throughout the academic year. Related to these projects, is the duty of the Chair and Vice Chair to appoint suitable project managers to all projects and ensure that the projects progress and sustain.

PROJECTS OF THE INTERNATIONAL COMMITTEE

All the projects of the International Committee are described in detail below. First, the spring projects will be introduced; following by the ones executed in fall and lastly, the ones that are carried out throughout the academic year will be presented.

International Business Week (IB Week)

IB Week is a large project where students from partner universities around the globe are invited to visit Stockholm in late spring each year, to learn more about Swedish business and commerce, local culture and how it is to attend Stockholm Business School. The project team of IB Week will plan a week's company visits, lectures, case workshops and social activities for all participants, who are international guest students, local students who act as "buddies" and the project team itself. The project team is appointed in fall and will work towards establishing deeper relations with partner universities, companies, sponsors and with other lecturers. Ideally, the week will be in April or May and may follow a theme (i.e. cultural differences) that will guide the various activities. IB Week organizes the week according to their goals in the project plan and their approved budget.

Venture Asia

From 2018 and forward, Venture Asia will be an organized trip to an Asian metropolis. The first such trip will take place in May 2018 going to Hong Kong. The goal of this project is to offer students an opportunity for cultural exchange and exploration of Asian business practices in comparison to Swedish. It should be the goal of the trip to organize at least 3 company visits as well as a visit to a partner university. This project follows a similar timeline and execution as European Career Tour and Silicon Valley Tour, but instead of occurring in the fall, takes place during the late spring semester. The project group is selected during the fall semester, while we currently have an assigned project group for the 2018 trip who already have selected participants, made payments and booked a schedule for the trip, including



company and university visits. The project group's work will follow an approved project plan and budget.

Global Music Industry

Global Music Industry is a project where international career opportunities in the music industry are introduced to SBS students to diversify what Föreningen Ekonomerna has to offer. GMI is a 3-day event filled with lectures held at Stockholm Business School (SBS) in mid-May, where selected professionals are invited to participate in panel debates and hold lectures about the challenges and opportunities in the global music industry. These speakers would include professionals working within the international management of record labels, online music platforms, radio stations, booking agencies and artists. GMI will collaborate with IB Week and organize a lecture day what the participants of IB could learn more about Sweden's leading role in the international music industry. If possible, the project team will collaborate with the professionals further and arrange a company visit to their office, where SBS students would have an inside look on the international workings of the music industry (this visit would be after IB Week).

European Career Tour

ECT is a project that aims towards offering students at SBS who are interested in establishing an international career with the opportunity to learn more about the business cultures and operations of companies and organizations in Europe. The goal is to narrow the gap between students and international business opportunities by arranging a trip to a selected European city once a year, in the fall. During this trip, the participants will attend qualitative company visits, social activities and team building. In March 2016, which was the first ECT ever and 15 students travelled to Brussels, while in 2017 students travelled to Milano to explore the European fashion industry. By repeating this trip, students at SBS get the unique opportunity to continue discovering and learning about alternative ways to manage operations in new cultural and economic environments. While companies get the chance to market themselves towards the participants and Föreningen Ekonomerna, the students get to establish a first-hand connection with company representatives and the Association gets to promote and brand itself on an international level. The company visits should be of international or European scope and the visits can vary in size and should be co-planned with the companies according to their preferences. From 2017 and onwards it is recommended that the project group choose a theme to guide their trip and selection of city. For future trips it is highly recommended to reach out to and visit a partner university in the selected city. This will assist with contacting companies and getting a larger insight into the cultural differences. A project group for the 2018 trip and they have chosen to this year organize a trip to Berlin to explore the start-up culture of the city. Their budget has been approved and they are planning to have the trip in mid-November.



Silicon Valley Tour

Silicon Valley Tour is a project launched in 2017 for the first time. The aim is similar to Venture Asia and European Career Tour to organize a trip filled with company visits and leisure activities in Silicon Valley, California. The aim of the trip is to explore the tech and start-up culture of Silicon Valley. The trip will this year take place at the same time as European Career Tour in November, but marketing and participant selection will take place in the 2018 spring semester, before the summer. This is a new take on the project and the first time we will have two trips overlapping so the evaluation process will be even more important than usual. As of now the project group for the 2018 trip has been formed, they have an approved project plan and have sent in a budget for revision.

Projects throughout the academic year:

F.E.ST. FICA (Foodies Interested in Cuisine from Abroad)

F.E.ST. FICA will be an ongoing project with the start in May 2018, aiming to be held a few times per semester. The goal is to offer a social event for the internationally interested students at SBS and to offer greater cultural exchange in a more relaxed environment than some of the IC's other projects. The project group consisting of two project managers will book a restaurant associated with a country's culture and cuisine as well as invite a host associated with this country. The host could be a student, company representative, embassy representative or anyone else associated with the target country. This will result in a social dinner event with 10-20 spots where the conversation and theme of the evening is about the specific country and its culture. We currently have two assigned project managers who are working on the first event to set the benchmark for the coming fall semester. This project follows an approved project plan but does not require a budget.

DIVISION OF RESPONSIBILITIES AND STRUCTURE

The operations of the International Committee are structured as follows.

Chair, International Committee

The Chair of the IC is responsible for the committee's operations, members, meetings and all the communication and information to students and companies. Furthermore, it is the responsibility of the Chair to convey information between the committee, the Operational Management Group and the Head of International Affairs in the Board, who in turn is in charge of the contact and relation with Stockholm Business School. Moreover, the Chair has the principal responsibility for the IC's projects and events, and for the budget of the committee to be followed.



The Chair, with support from the Vice Chair, will actively support the Head of International Affairs at the Board with the internationalization of Föreningen Ekonomerna through participating in all of the IC's projects in order to establish contacts with internationally oriented companies, organizations, private-public relations and experts. Hopefully, this will result in securing permanent partnerships that aid the Association with offering its members and SBS students with opportunities to establish international careers.

Vice Chair, International Committee

Is a representative elected by the committee to take responsibility of the committee operations and meetings whenever the Chair cannot attend as well as be mentored into taking on the role of Chair for the next semester. The Vice Chair is responsible for projects and events to a lesser degree than the Chair but should still operate and support the operations. The Vice Chair should attend OMG meetings together with the Chair in order to get further understanding of the Association and committees' situation. The Vice Chair shares responsibility with the Chair for the planning of future projects and provides feedback to the Chair.

Coordinator, International Committee

Is chosen by the Chair in deliberation with the Vice Chair to help manage internal operations such as creating marketing material, buying fika for meetings and other tasks assigned by the Chair. The Coordinator is also responsible for introducing new members to the committee by presenting the ongoing projects and the committee structure. The appointed Coordinator is Secretary for all meetings and responsible for protocols.

Project Group

Is responsible for approved projects to be carried out in the best way possible and in accordance with the purpose and objectives set in the project plan. The project managers have the principal responsibility for the team's work and the project managers, alternatively the whole team, report the progress and challenges to the Chair of the IC. In most project groups, there is a Marketing manager that is responsible for the marketing of the project.

LANGUAGE & LANGUAGE POLICY

All the meetings and activities as well as the internal communication in the International Committee should be held and carried out in English. Preferably, the Action Plan of the IC should be in English.



OTHER

Committee meetings should be held regularly and on a three-week basis. Time and date will be decided by the Chair with regard to availability of members. Future dates for the following meetings should be presented in the current committee meeting, notified to the active members on the IC's workspace on Podio, as well as on the IC Facebook group.

The International Committee aims at finding new members at events and welcoming programs such as Meet & Greet and Fadderiet and will in connection to own activities market the committee to SBS students. In particular, the IC strives towards recruiting SBS students who are interested in international career opportunities regardless if they are in the BAPS, Global Management programs, local, international or exchange students. All new members should be encouraged to get engaged according to their own interests and feel as if they are an important part of the committee, and the new project ideas that fulfil the purpose of the IC should be encouraged.

More focus should be put on the documentation of the progress of the International Committee and the Handover documents in order to facilitate and improve the consistency and sustainable development in the committee's operations.



ACTIVITY PLAN

Social Committee 2018/2019

PURPOSE

The Social Committee (PrU) has for more than 40 years been working with the Association to promote student welfare and maintain traditions. Its principal activities include dinners, pubs, parties and other high-spirited events. In addition to the work in the Association, PrU maintains a close relationship to other comparable fraternities from student associations both in Stockholm and other parts of Sweden.

VISION

PrU's vision for the fiscal year 18/19 centres around bolstering the social atmosphere surrounding the association and the students at Stockholm University. PrU strives to help bring association members together, give them an accessible and comfortable environment to socialize in, and through increased social interaction between students promote studies. These closer relationships can be realized through more events such as pubs, dinners etc. Therefore, we will continue to work with relationship-building activities, as well as participating in similar events in comparable associations.

PROJECTS

In addition to the projects described in more detail below, PrU will continue to work with the traditionally recurring events such as "Hjulmiddagen" and "Ångbåten". PrU is also going to organize and participate in other pubs and dinners at the Business Association at Stockholm University in accordance with the rest of the association.

Classroom with Law Association

In previous years we had together with the Law Society and the Medical Society organized the 3P (Money, Pills, Paragraphs) event. As this cooperation ended, we began a collaboration with the social committee of Law Society, organizing a dinner our associations between. The dinner took place during SS16 and we hope to continue this new tradition. There have been conversations about resuming this traditional event during FS18, and it's something which we would like to work towards. We wish to continue working with the marketing director of the board so that the event may be advertised in advance as it has great potential to be huge, for both newer and senior members of the association.

Ångbåten 2.0

PrU wants to reintroduce the tradition of Ångbåten on a real steam boat, but over the last years it has not been successfully completed. The dinner would thus be able to replace the need for a mid-term sitting and one could focus on making the event



itself better for association members. This will most likely provide a more spectacular end of graduation year. We hope to return to the implementation of this event on the water, even if it does not get on a steamboat we hope to rent a smaller ferry to really demonstrate the potential of the event.

Internal Fellowship in PrU

To strengthen the fellowship and increase trust between all the members of the Committee, we will continue to organize more events internally, which we've made during the fiscal year 17/18. We have organized events such as dinners, evenings, movie nights, etc. These events are key for the committee, as at times (especially in the welcoming weeks) PrU has a very high workload, therefore creating the need for members to socialize in more relaxed conditions to maintain the high morale and spirits we value. During the last two fiscal years, our increase in these activities has shown great results in the group.

Bar education

For us to maintain the high quality of the catering and bar work we intend to hold an internal bar education held by one or more experienced members in PrU. This is to be held before the first major work opportunity for new members so that they can feel safe behind the bar in the sometimes very stressful work situations.

Fadderiet

PrU will continue to have a close contact with the generals and the rest of the welcoming program during the fall and spring semester. Thereafter, PrU will organize the traditions named above to honour our collaboration with Fadderiet.

New bar

The new bar will be planned and built to be fully operational by the time FS18 starts. PrU will work closely with the Board to make sure this transition is as smooth as possible, and make sure the bar becomes as great as it can be for our members. With the slightly larger venue we will also work towards an increase in the frequency of our pubs, and we will want to work closely with the marketing committee to make sure members are informed of these new pubs.

Mästeripub and Gamlingpub will continue during the fiscal year in accordance with previously held agreements between the PrU and the Board. PrU will continue to be the outmost responsible committee for all types of alcohol-related activities, with the PrU members within the association, as we make sure all our members maintain a STAD-certification.



Internationalization

Since we have been attracting an increasing number of new members whose native language is not Swedish, we will translate and provide introductory material in English. This is to make PrU more internationally inclusive and take advantage of the expertise of our foreign members. Furthermore, we will continue to make an effort to translate new and old materials to English. And as many other student associations that we affiliate with mostly conduct themselves in Swedish, we will assist those who do not speak it to the extent required, so that they can enjoy events like dinners, pubs, etc. of those associations.

Stockholm Student Central Organisation (SSCO)

SSCO is the overarching body that gathers student unions and associations in Stockholm. This is something we in PrU uses a lot thanks to their Klubbmästarråd (KMR).

KMR (Klubbmästarrådet)

Klubbmästarrådet is a collection of Chairman and Vice Chairman from all SSCO-affiliated associations / unions, with a social committee. KMR is run by SSCO by "övermarskalkerna".

Purpose

The purpose of KMR and its meetings are so the social committees can interact, ask for advice from each other and share information concerning dinners or other activities that are open to other students. KMR works much like the association's own OMG though we convene from different colleges/universities.

Operation

KMR convenes meeting up to 10 times per fiscal year. Every time we gather in various associations venues and associated premises. The meetings discuss upcoming events and gives opportunities for other social committees to provide feedback to the committees organizing these events.

KMR collects all of their events on the site www.fester.nu, where students can stay updated on upcoming sessions, parties or pubs as well as how to register. Most parties and pubs are open to all students, while a couple of events only accepts members of the KMR-affiliated committees.



ACTIVITY PLAN

Event Committee 2018/2019

Description of Operation

The Event Committee provides opportunities for students to engage in various projects, internally for active members and externally for all members, by developing their individual creative, innovative and structural character, as well as cooperation skills through participation in group projects. There should be opportunities to apply for specific roles within the project groups where the skills, motivation and commitment are highly valued, from all prospective roles and positions.

Purpose and Goals

Purpose

The Event Committee will conduct operations in a professional and efficient way and proactively deepen the contact with Stockholm Business School's students, the partners of Föreningen Ekonomerna and other external partners that the Event committee is collaborating with through the various events of the committee.

Main goal

The main goal is to have events for both active and passive members that deepen the association spirit and strengthens our contact with other partners. One goal is to have at least four events per semester. These will cater to the different types of members through a wide range of event types, such as F.E.ST. Featuring ... and Aktivakvällen to have something for everyone. In addition, the Committee works to increase the presence at events to further create a warm and welcoming environment for members. An additional goal is to establish new contacts with sponsors to develop the existing events and create opportunities for students to get in touch with the business world.

Subgoal

The sub goals for each project are specified below.

THE PROJECTS OF THE EVENT COMMITTEE

F.E.ST. Featuring...

F.E.ST. Featuring... is Föreningen Ekonomernas nightclub collaboration with the purpose of allowing members of the association to experience what Stockholm nightlife has to offer. This is done through organized parties hosted by some of the most popular and exciting nightclubs in the city. Each year several events are arranged, of which premier benefits for members are ensured, such as free entrance or a welcoming token for beverages. F.E.ST. Featuring... has been a very popular and



successful project since the start its beginning in 2007. F.E.ST. Featuring... has among other clubs collaborated with Ambassadeur, Café Opera and Solidaritet with good results. The primary goal of this project is to have at least two events each semester with at least 400 guests each time, while simultaneously targeting newer and more exclusive venues and venturing into exclusive access to the members of the association. A secondary goal is to begin exploring the possibility of themed parties with one per semester and observe the response from attendee members.

Fashion F.E.ST.

During the fiscal year 08/09 the foundations for a fashion show were laid and titled 24SEVEN. The work progressed under the fiscal year 09/10 and has since then become a regular event every spring semester. Year 17/18 the event was renamed Fashion F.E.ST. The purpose of a fashion show was to offer the association members an exciting, unique and fun event whilst simultaneously market the association in a fresh and innovative way. The event was met with high praise among students and sponsors alike, which has proven to be advantageous to the association as it has opened a new channel for sponsors to finance projects. The fashion show of 2018 has recovered the booming status of the event, the attendees number has surpassed the budgeted amount and the hype remains at its peak. The show continues to seek expansion in terms of entertainment, venues, and sponsors.

Aktivakvällen/Aktivadagen

Aktivakvällen/Aktivadagen is an event where the association shows its appreciation for all the hard work and time the active members within committees, clubs and projects have dedicated to Föreningen Ekonomerna. This event is always in the end of the semester; Aktivadagen in the spring and Aktivakvällen in the fall. It gives an opportunity for the active members to meet and socialize with other members of the association and get an insight into the other activities that the association has to offer. It gives the students a warm and fun environment with games, snacks and beverages typically. The goal is to get the active members to socialize with the other committees and get more inactive members to come and see firsthand the joys of being an active member.

Fall Sittning

In May 2013 the association arranged one of its first sittningar for members outside of Fadderiet and SPB. The goal was to have one sittning per semester to keep alive the student spirit and offer both new and returning students a fun and entertaining event they recognize. This was especially important for returning members as there were few opportunities to go to a sittning outside of Fadderiet, SPB, and even now with Master's Welcoming Weeks. The sittning was very well received from both new and returning members and has had the potential to develop and become even



greater in the future. The fall sittning has taken different forms, wherein the most recurrent forms have been a Halloween themed sittning where attendees dress up in scary costumes. This theme has allowed participants to coordinate outfits with their friends and get creative with costume planning, something that further builds comradery between members. The primary goal of this event is to grow the attendance and explore newer and bigger venues as we aim to reach 100 attendees for the sittning, and 200 attendees for the afterparty. A secondary goal is create more engagement with the attendees by having many different Spex performances. A template for how to make a sittning has been developed to help upcoming project groups.

Spring Ball

With inspiration from the 50 years party the goal is that the spring ball will continue to be a longstanding tradition as a sittning in the spring. The idea was tested in 2013 but fell through before the event happened as a result of expensive ticket prices. When the project started again in the fall 2015 the expectations were more realistic and the ticket prices had been lowered as much as possible, as allowed for by our sponsors. The Spring Ball project group that formed in the fall of 2016 had completely exceeded all expectations through booking Scandic Hasselbacken and creating a truly magical environment. This event was considered by most to be the peak of the semester, if not the year, as it was accessible to all members. The goal for Spring Ball now is to redeliver the same extravagant experience and build to its uniqueness by embracing ball room traditions, such as more ball room dancing. Ultimately the goal of this project is to bring together members in a remarkably sunny and exciting environment be the gold standard for sittnings within the association.

Bus to Gräddgasquen

This is a smaller project that is arranged for the students who buy tickets to Gräddgasquen in Uppsala. This encompasses a sittning arranged during the fall semester. The purpose is to make sure that all students get back and forth in an enjoyable and hospitable way and also creating a good vibe with people from the association before this incredible event. Smaller games are planned and music is arranged. The goal is to have most of the guests from Föreningen Ekonomerna to travel by bus with us to improve the cohesion.

Bachelors Graduating Party

This is project that was started during the spring semester of 2015. It is targeted for the graduating students of SBS and entails a dinner and after party with all their fellow graduates to congratulate their achievements of either a bachelor's or master's degree. It was instantaneously extremely successful and led to SBS subsidizing the event, however for the year of 2018 SBS decided not to subsidize the event. The goal



for Exam Party is to have half of the graduating students attend. Another goal is to have one event each semester so that everyone who is graduating can participate and not miss out.

Homecoming

Having only begun in the fall semester of 2016/2017, Homecoming is a very new project within the Event Committee. This project came about in response to the absence of an association-organized event that allows returning members to mingle, hang out, and reflect over their summers. Another reason for the creation of the project is the prevalence of Fadderiet during the first school weeks. This has made it slightly challenging for members to fully catch up with one another before the start of the semester. Thus, an old-member exclusive event was born.

St. Patrick's Day Pubcrawl

As a response to members' requests to hold smaller events, St. Patrick's Day Pubcrawl was started year 2018. This was also an opportunity for the Event Committee to celebrate international holidays. The idea involved visiting several pubs that the Project Group had fixed special deals at. Giving value to the members as well as engaging other members in organizing undemanding projects. It also served to keep the Event Committee relevant while the big projects happening that semester got time to develop.

THE EVENT COMMITTEE'S INTERNAL ACTIVITY

To work in groups within the projects makes the exchange of knowledge between the members of the committee better, where the ones who are new can learn from the more experienced members. This adds value and increases the engagement among the members since one does not have to have knowledge from the start to join the committee and participate in projects. The most important thing to become a member is to have a genuine commitment, an ability to think differently and develop the ability to work with others.

We also want to encourage the members of the committee to educate each other by contributing with their own knowledge and experiences. This can happen, for example, through short presentations and discussions. To ensure that this knowledge stays within the association, it is important to have a proper follow up on projects, its successes and setbacks, as to be written down by former project leaders and participants.



RESPONSIBILITIES / STRUCTURE

Chair, Event Committee

Is elected by the committee as a Vice Chair and takes the role of Chair after a semester of Vice Chairmanship. The Chair assumes main responsibility for the committee's work, members, meetings and information to students and companies. It is also the chair's responsibility to transfer information between the Committee, the Operational Management Group and the Second Vice President and Head of Internal Communication of the Board. The committee chair is also in charge of all projects and events that the committee conducts. In case of budgeting in the projects it is the chair of the committee who has the ultimate responsibility for its observance. The committee chair is responsible for the distribution of knowledge to the extent that it is internal within the committee, but also that there are opportunities to gain knowledge from external actors as well. The committee chair, together with the Second Vice President and Head of Internal Communication, approves all projects plans and together with the Treasury all budgets from the committee's projects.

Vice Chair, Event Committee

The Vice Chair is selected through an election process within the committee to be responsible for its work and meetings when the chair cannot attend. The Vice Chair, together with the chair, is responsible for the events and projects from the committee. The vice chair may also attend the Operational Management Group meetings together with the chair to get a greater insight into the association.

Project group

Each event will be planned by a project group. Larger events will also have project leaders who will be chosen by the Chair and vice chair of the committee. The project group is responsible for the performance of the accepted project and is following the purpose set for the project. If the project group has project leaders these have the primary responsibility for the project group's work. The project leaders or potentially the project group will report to the chair on the progress of the work with the project.

Formalities

Meetings should be held at least every three weeks to have a debriefing of events that are in process, have an evaluation of the projects that have been and planning events to be initiated. Meetings can be moved if there is no debriefing that needs to be done or nothing that needs to be discussed. The agenda should be sent out no later than the day before the meeting so that all committee members have the opportunity to read and be well prepared for the meeting. The protocol from the meeting will be available to read at the latest three days after the meeting.



Marketing

The committee should be represented at as many events and projects hosted by the association as possible be seen to the rest of the association and new members and communicate the purpose of the committee. The chair and vice chair are ultimately responsible for engaging new members and making everyone feel welcome. The committee shall be open and social to attract new members. Each project must have at least one marketing manager who is responsible to make a marketing plan and ensure that it is followed.

Commitment

The members of the event committee should engage in one or more projects each year, to be counted as an active member. Other criteria than a genuine interest in increasing student benefits is not required to become an active member. Knowledge is mediated between all members and will thus increase the attractiveness of the committee by always helping each other and show what you can learn by participating as an active member.

Podio

Podio is the platform that should be used for communication within the group and out to the other parts of the association. Even brand books, meeting protocols, project plans, budgets and evaluations will be posted on Podio within the given time frame. All committee members should be included in the Event Committee workspace on Podio. The chair, vice chair and the head of IT of the board has the status "admin", active members shall have the status "regular members" and non-active members shall have the status "light member". These statuses are changed when a member is either taking on a project or becomes active or when a project is closed and a member no longer is actively working with an event.

Facebook

This group is created to give its members the information they need in order to stay active and to be up to date with what is going on within the committee/club. The group shall be used by the chairs and by its members to strengthen the bond and information flow. Here is also where the committee/club can post about available roles within the committee and its projects in accordance with our Recruitment policy. If the platform is being used to market other events, jobs and/or companies besides our partners and collaborations the administrators have the right to remove it. If you are not an active member or a member attending the meetings regularly you will be removed by the administrators. The Business Association of Föreningen takes no responsibility for what may be posted or commented by the members but has the right to remove anything that contradicts Föreningen Ekonomernas policies or statute.



ACTIVITY PLAN

Sports Committee 2018/2019

OPERATIONS OF COMMITTEE

Description of operations

The Sports Committee, also known as IdU, launched in January 2013 after having been put on hold for about two years. The reason for the start-up was to create a committee that organized sports activities for the members of Föreningen Ekonomerna. And also to bring together people who like all different sports, where it should be possible to develop by being involved in different projects.

Purpose and Goals

Purpose

The purpose of the committee is to create a venue where people who are interested in sports can meet and learn from each other. It's a place where we mix studies and activities with sports to interact socially.

Goals

The Sports Committee strives to create opportunity for Föreningen Ekonomernas members to participate in different sport activities. The committee also strives for social opportunities and we think sports is a good way for people to interact. The committee get their members to interact both with participating in sports and social events connected with sports.

The Committee strives to created new or develop already existing projects. Furthermore the sports committee strives to work with other committee's within the association.

OPERATIONS AND RESPONSIBILITY

Chair

The committee's Chair is elected by the Association and is therefore responsible for its work, members, meetings and to inform student's and companies about the committee. It is also the Chair's job to overlay information to the group of operations and the Second Vice President and Head of Internal Communication.

Vice Chair

The Vice Chair of the committee is elected by the Committee and is therefore responsible for the committee's work. If the Chair can't participate in meetings the responsibilities falls on the Vice Chair. The Vice Chair also has a



responsibility for the committee's projects and events. Can also participate with the Chair for meetings with the operations board, to get a larger grasp of the Association.

Project group

The committee's project's is led by project groups. All the projects have at least one or two project leaders. They hold the responsibility for the execution of the project and that it stays true to its present purpose. The project leader or project group communicates with the chairman about how the project is going.

MARKETING AND COMMUNICATIONS

Marketing plan

All marketing within The Sports Committee goes thru Föreningen Ekonomernas Facebook-page, Podio and the association's web page.

The sports committee should be open and fun to attract new members. Thru participating within Fadderiet the committee can get known by new students at SBS. The committee will strive to actively participate in other activities held by Föreningen Ekonomerna and therefore enlighten students with the purpose of the Sports Committee.

The project leaders are responsible for marketing their own project. The projects need to have one assigned market manager for each project.

Plan of communication

The external communication in the committee is thru frequent participation of events and activities by Föreningen Ekonomerna. The internal communication is thru meetings within the committee every three weeks. We also have a Facebook group for our committee members for non-informal communication.

The Sports Committees Projects

Football tournament – The committee arrange a football tournament every spring in May. We aim to do this next year as well, it usually takes place at the grass fields of Frescati. We see an opportunity with the project, that we can invite other students at Stockholm university and also Uppsala Ekonomerna.

Surf-trip – The sports committee arranged a surf trip to Morocco in August 2016 and to Portugal 2017. This was a success and we look to recreate that project for this year. This was arranged through the travel company La Point.



Floorball tournament – The committee has a annual tournament, usually during the first semester, November.

Universitetsfejden –In October last year Uppsala Ekonomerna arranged a Football tournament in Fyrishovshallen in Uppsala. Student associations from Uppsala and Stockholm participated. This is planned for the 20th November this year too. The committee will strive to make our association participate again and therefore improve working relations with Uppsala Ekonomerna.

Ski Trip – The committee has arranged ski trips for the last three years to Val Thorens in January. The project has been a success and therefore we look to do this 2018 as well. We are currently looking for project leaders for this project.

Super Bowl – The committee successfully held a Super Bowl- night in Smedjan in February. Last year night was held with PRU and 40 people attended this event. We are aiming to do this in 2019 as well because we think this is a great opportunity for people to socialize with other members of the association.

Other – Together with other committee's we want to participate in creating events within the association and thru that be a part of creating more value for its members.