

ACTIVITY PLAN FOR MARKETING COMMITTEE FS21/SS22

Committee Overview

The Committee strives to make the marketing profile of Föreningen Ekonomerna explicit and consistent throughout both internal and external communication. The committee's activities include making a strong brand for the Association through strategic marketing and making a comprehensive profile throughout copywriting, photography, video and creative content making. 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.

Purpose and Objectives

The Marketing Committee will continue the development of the Association's marketing profile, both internally and externally through 2021 and into 2022. 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.

The Committee strives for making the brand of Föreningen Ekonomerna strong. It should be obvious for all new members to want to be involved in one or more of the committees of the Association. As well as it should be self-evident for active members to continue their involvement in the Association throughout their time at the University. The major goal of 2021 and 2022 is to make a consistent marketing profile for the Association. To find out what kind of content our members find interesting and in which social channels they prefer to take part in it.

Another objective of 2021 and 2022 is to make a common structure throughout the different projects. The purpose of that is to make it distinct for the active members in the committee what kind of role they have and what is expecting of them when they choose to be a part of a project.

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

Meet & Greet is an event where students - regardless of affiliation with Föreningen Ekonomerna - have the opportunity to meet representatives from the different 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 old students can discover new opportunities to participate and contribute, and thus Meet & Greet acts to a large extent as a recruitment tool for new active members.

Meet & Greet is conducted once per semester, in coordination with the welcoming program for new students, Fadderiet. Meet & Greet takes place over a couple of 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

The 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 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 project work consists of both graphic design, copywriting and structural and organizational work. A project team will be appointed.

Instagram Content Group

IGCG handles and creates content for the Instagram account of Föreningen Ekonomerna. The purpose of the Instagram account is to show the members “the fun and social side” of Föreningen Ekonomerna. The content could include pictures from an event that happened recently, small interviews with active members and takeovers from the Board or the OMG, as well as current happenings in the association. The IGCG has access to use all the features on Instagram and to be as creative with it as possible to gain interest from our members.

The group will work as an editorial, where there is one project leader, who’s got the responsibility for all the requests from the other committees. Also, he or she is responsible for ensuring that the content will follow the marketing profile of Föreningen Ekonomerna and that the content will be published on the correct time and date. The Project leader will work together with the Project managers who will make the posts. Their tasks will include working with copywriting, photography, creating posters and editing posts.

IGCG also assists the Head of Marketing with the Association's Facebook account with posts and events. The purpose of the Facebook account is to inform members of the upcoming events that will happen, both internal and external with other companies.

Business Content Group

This is a new project and the Business Content Group currently consists of two project managers. The intention is to get the students to visit companies and learn more about them through webinars and lectures within marketing and to post it on the Association’s LinkedIn account. Our goal is to get students in contact with possible employers and gain knowledge about the possible positions they can work towards during and after university. The group will also work as an editorial. The intention is to expand the group in the fall, as more opportunities present themselves to interact with companies.

YouTube Content Group

The YTCG produces fun and informal videos which is a great way to talk to our members and to remind them of our existence. Their tasks include planning, recording and editing videos for the YouTube channel, as well as by request of other committees. Videos will be produced during a selection of events and projects within Föreningen Ekonomerna. Also, shorter interviews or fun videos about our student

life. The YouTube channel's main target group is the members of Föreningen Ekonomerna, but also to reach out to non-members to get them interested in our Association. Previously, IGCG were responsible for Humans of F.E.St., but the project has been taken over by YTCG in order to create more in-depth interviews in video format.

The Newsletter

We want to inform members about the happenings in the Association that is easily accessible, by publishing a bi-weekly Newsletter on Instagram, Facebook and the website. The newsletter will include current and upcoming projects, events, applications, meetings and other happenings within the Association.

The Newsletter is created in a creative format, with a set template that is changed based on the time of the year. It is of paramount importance to the Association that the atmosphere is open and that the opportunity to participate in projects is perceived as accessible. The Newsletter Manager will also work as an editorial. The target group of the Newsletter is active members as well as non-members to get an insight into what is happening in the Association.

The F.E.St. Podcast

The Podcast consists of two hosts and one editor from the Association who create episodes that aim to inform members about the happenings in the Association. It will be a fun way of sharing moments from different events and happenings. In the episodes, there can be different guests from all parts of the Association to make it as diverse as possible, but the hosts can create episodes with themselves as well. The hosts are responsible for keeping the content within the Association guidelines.

Social Manager

Internal Social Events is of paramount importance to the committee, especially after covid-19, so 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. This will be executed by a social manager that will arrange events during the semesters. Events will only be conducted in real life if the restrictions allow it.

Europe Career Tour

ECT is a project of the International Committee 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 spring. During this trip, the participants will attend qualitative company visits, social activities, and team building. By repeating this trip every spring, 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.

It has been brought to attention that a trip focusing on marketing, communication, and digital business was lacking in the International Committee. They will therefore try to work on organizing such a trip in collaboration with the respective committees, such as the Marketing Committee. The goal of it will be to offer students studying marketing the opportunity to meet companies that focus on that domain, and/or the marketing department of some big companies.

General Goals of Internal Operations

The goal of the committee's internal operations is a general increase in 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

Some 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. Internal communication is also conducted through our Facebook group where we inform each other about our meetings and potential open positions. 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 CCed.

ACTIVITY PLAN

Social Committee (PrU) FS21/SS22

PURPOSE

The Social Committee (PrU) has for more than 45 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 with other comparable fraternities from student associations both in Stockholm and other parts of Sweden.

VISION

PrU's vision for the fiscal year 21/22 centers 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 "Hjulfmiddagen" 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. In previous years we had a big sitting organized together with the Law Society and the Medical Society organized the 3P (Money, Pills, Paragraphs) for the 3 associations members. There have been conversations about resuming this traditional event during SS21, which have led nowhere due to the pandemic. It is still something we are in contact with our friend associations regarding and will continue to work on in the upcoming fiscal year. 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.

Covid-19

During the fiscal year of 20/21 PrU has taken the spreading of Covid-19 into consideration whenever planning and executing events. As the virus escalated during the year most of our events have been canceled and thus there have been

no bar activities and instead, we increased our digital presence. In the upcoming fiscal year, we will continue to work online for as long as needed, but are eager to resume in-person activities as soon as possible, undertaking precautions and following the directions given by the Swedish government and Swedish authorities. We will stay updated with the current situation and do what we can to prevent the spread of the virus whilst still arranging events and continuing the work of the committee.

Ångbåten 2.0

PrU wants to reintroduce the tradition of Ångbåten on a real steamboat, but over the past few 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 the 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 events internally, which we've made during previous fiscal years. We have organized events such as dinners, evenings, sewing nights, etc. These events are key for the committee, as at times (especially in the welcoming weeks) PrU has a very high workload, and is dependent on the committee members' sense of trust in their fellow committee members. We, therefore, value the creation of dedication, work morale, and camaraderie, which we build by creating and fulfilling the need for members to socialize in more relaxed conditions. Incompatibility, hostile actions, and other disrespectful behavior will not be accepted by the committee. Our experience tells that nearness and trust build greater activity and engagement with the committee and this is something we strive for.

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. To further improve the quality of bartending is essential to the marketing of the association and something we take seriously. Our aim is to improve the assortment of drinks in the bar and by doing so adding more value to the association members and pub visitors. A potential lecture on how to mix drinks professionally would be held during the semester before the first major work opportunity for all of PrU new members so that they can feel safe behind the bar in the sometimes very stressful work situations.

Fadderiet

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

New bar

The bar from 2018/19 has been rebuilt. Since no bar activities have yet taken place we will spend the upcoming year on improving the routines and functions in the bar so that it can be used to the best capacity. When the pandemic allows for it we will start holding regular pubs at Festningen and aim toward at least a bi-weekly schedule as well as occasional themed pubs. We will also assist the other committees as well as the board in their events when the bar is needed. 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 utmost 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 increasingly been attracting new members whose mother tongue is not Swedish, we will translate and make available introductory material in English. This is to make PrU more internationally inclusive and take advantage of the expertise of our foreign members. We will continue to do our best to make new materials available in English as well. And like 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) &KMR (Klubbmästarrådet)

SSCO is the overarching body that gathers student unions and associations in Stockholm. Their work with building a network for student pubs all over Stockholm gives great benefits to PrU in terms of insight, effectiveness, and ability to better serve students' interests by learning from other associations.

Klubbmästarrådet is an assembly of Chairmen and Vice-Chairmen from all SSCO-affiliated associations / unions, with a social committee. KMR is run by SSCO by "övermarskalkerna". It adds great value to the social committee to be part of this council as it is a forum for discussing how to handle alcohol-related incidents or asking for help when needing extra help behind the bar. It also strengthens our

relations with the social committees from Juridiska Föreningen and Medicinska Föreningen which eases the collaboration with such parties. The purpose of KMR and its meetings is 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. KMR convenes meetings up to 10 times per fiscal year. Every time we gather in various association venues and associated premises. The meetings discuss upcoming events and give opportunities for other social committees to provide feedback to the committees organizing these events.

ACTIVITY PLAN FOR IT COMMITTEE FS21/SS22

Committee Overview

The IT committee's main objectives along with the head of IT are to encourage the integration of IT into the Association. The committee will continue to attract new members through events, IT mingles, and possible IT-related workshops. The Chair and Vice Chair 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 on the Board.

Vision

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, social events, and hopefully active nights with attractive companies. Above that, the committee will also welcome anyone interested in gaming through gaming nights, pubs, and other related events. Furthermore, there will be tech-based business events held on campus to encourage IT-based entrepreneurship spirit among the students. Besides, we will try to bring all Stockholm based universities and faculties to these events to allow the students to meet people with different fields of study.

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 to organize and plan events with a relevant connection to these committees. Anything with a connection to IT is encouraged. Also, joint events and activities will be planned during the next year especially with technical faculties and institutions such as KTH to maximize potential opportunities.

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 for 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 tech companies.

Division of Responsibilities

Chair

Holds committees and the Association's confidence and is thus responsible for the committee's work, members, meetings, and information to students and businesses. The Chair 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 Chair is primarily responsible for all the projects that the committee conducts. The Chair of the committee is the link to the Operational Management Group.

Vice Chair

The Vice Chair is responsible for the committee's work and meetings when the Chair is not able to attend. The Vice Chair is also responsible for events and projects carried out by the committee. The Vice Chair attends the meetings of the Operational Management Group along with the Chair to gain greater insight into the Association and the committee's position. The Vice Chair, together with the Chair of the committee will assure that the strategic and operational work to the committee retains a worthy function and place in the Association.

Project Group

The members of the committee that adopts a project form 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 Chair and provides all relevant information regarding the project.

Internal Operations

There are no prerequisites 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.

Plans for the Upcoming Year

Here is the summary of the activities that are going to be implemented within the IT committee:

Collaboration with the Local Tech Scene

One goal of the IT committee is to connect SBS further to the business world. As Stockholm has a vibrant tech start up scene, there is an opportunity for joint projects like the mentorship program, case nights or start up visits.

Collaboration with the Finance Society

We plan to extend the collaboration with the finance society. This semester, we plan to implement our guest lecturer event regarding crypto currencies. As there is a vast interest on the students' side, we plan to extend these activities and possibly dive deeper into cryptocurrencies and fintech.

Startup Weekend Event

Startup Weekend is a 54-hour weekend event, during which groups of developers, business managers, startup enthusiasts, marketing experts, graphic artists, and more pitch ideas for new startup companies, form teams around those ideas, and work to develop a working prototype, demo, or presentation by Sunday evening. The idea is to organize Startup Weekend events within SBS, SU, KTH, and possibly other

Stockholm-based universities.

Workshops

The IT committee also wants to put a further focus on educational events such as workshops. Possible ideas include programming workshops or the use of other helpful tools. Especially business students lack important IT skills so there should be a wide target group interested in these activities.

FEST's Website Upgrade

The plan is to update the CMS and possibly purchase an Elementor license for the current CMS system to improve the accusation website's UX/UI and as a result, make it more user-friendly for the visitors. Elementor is a page builder plugin that replaces the basic WordPress editor with a live frontend editor, so you can create complex layouts visually, and design your website live, without having to switch between the editor and the preview mode. Also, the website could be Integrated and synchronized with other software to reduce the workload for the members.

Short Documentaries

Making short documentaries about student life on the campus and the post-COVID19 situation will show the students how it is to study at SU during these times and will inform them about the activities that are happening on the campus or off-campus to guide them to make the best out of this situation.

Furthermore, the IT Committee plans to bring in a camera team together to shoot every fun memory that is happening within SBS, such as making memorable and professional videos of student trips and festivals. Aerial photography, short interviews with students and university officials, and landscape photography are on the camera team's agendas. This niche will take place in a collaboration with the Marketing Committee and the YouTube Content Group.

2021-04-13

Piet Petersen, *Vice Chair*

ACTIVITY PLAN FOR FINANCE SOCIETY FS21/SS22

Mission

The Finance Society's mission is to connect motivated, talented students with an interest in finance in order to gain a practical edge that will aid them in their future careers and endeavors. Through a series of interesting, educational and interactive events we aim to increase financial literacy among members and offer our members the opportunity for career and academic development.

Activities

Asset Management (AM)

The AM currently oversees a portfolio worth approx. 1.5 MSEK and has 10 analysts excluding the current head. The group holds weekly meetings, and the agenda consists of market news and equity coverage with the addition of a learning-based activity if time permits. These activities include:

Valuation, Interview Prep, cohesively going over a DCF and comparables analysis of a major stock and performing a case-esque go through of a major M&A deal.

We have engaged the AM in making reports on their analysis that we aim to post on LinkedIn and perhaps instagram. We aim to implement this as soon as we can but in a proper regular scale latest FS21.

Market Flash (MF)

The MF posts analyses and summaries of current financial news around the world on a weekly basis. There are four options from which you can choose to write any particular week, these include:

- Companies (analysis of any major news relating to the latest business developments, mergers and acquisitions, etc)
- Macroeconomy (analysis about inflation in a country, central bank decisions, currency fluctuations, etc)
- Commodity markets (analysis about the events that impact oil, gold, and natural gas prices)
- Equities (analysis about major news surrounding a particular stock, review and analysis of how a stock index has performed recently).

We are currently trying a new concept where the letter is being published Bi-weekly and consist of more fleshed out articles. This is to engage both the writers and the readers more. Another aim of this is to have the writers make

content that fits a video format better. In the future, we will explore the possibility of both a weekly post like we have done for years together with the bi-weekly articles. We aim to find a medium, perhaps video, where these can be posted and digested on for example instagram.

Crypto - Programme

Together with the IT-Committee we are conducting an extensive project focused on cryptocurrencies. This is a subject that overlaps the interests of students of both committees so cooperating seemed a natural step to provide a complete image on cryptocurrencies.

The aim is to have one project leader from each committee working together to find and book events that fit the programme. For finance, this would include for example valuation and trading of cryptocurrencies and for IT it would be blockchain technology. We also want to cover ethics and social implications of crypto currencies

As of writing the project is still in its early stages it is difficult to provide a substantial plan with preliminary dates and so forth. More to come!

Discord Channels

By popular demand we are launching a Discord channel in the Association Discord server. We have a voice channel and a text channel preliminary named börsrummet. The aim of these channels is to provide an environment for Finance Society members to meet and discuss committee related matters, the markets and investments. This will provide a good environment for students of all levels to interact and share experiences and tips regarding investing, job opportunities and tips etc.

Startup-week

This is a project which will be held in collaboration with the Business Committee. The purpose of this event is to educate students in the practical aspects of creating a business. This will include workshops & guest lecturers from entrepreneurs, venture capitalists and angel investors. This event will be held during the fall semester or early spring, and depending on the circumstances it might be held online. This is also a great opportunity for students to understand what it takes to create a business and might spur some further interest and initiatives.

Event Plan

We aim to convene once a month and create a space for interested students to ask questions and discuss anything they might find interesting.

Event	Tentative Date	Agenda
First meeting	Early september	Present the new Chairs, give an overview of the plans for the semester.
Interview Workshop	September-October	Preparation for banking interviews
Valuation Workshop	Mid/late october	Together with MG; Talk about techniques of valuation and ways to spot under/overvalued assets
Guest Lecture/Company Visit	October/November	If the pandemic allows, we aim for a bank visit. Otherwise we will aim for a digital guest lecture on banking
Crypto Programme	TBA	Project together with IT in early stages. Aim is to have several crypto events spread out over the semester covering several aspects of crypto.
Last Meeting/Election	December	Wrapping up the Semester and Electing new Chairs

ACTIVITY PLAN – EVENT COMMITTEE 2021/2022

Description of Operation

The Event Committee provides opportunities for students to engage in various projects, 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 projects 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.

Goal

The main goal is to have events for both active and passive members that deepen the association spirit, gives an opportunity for members to socialize and strengthens our contact with other partners.

One goal is to have at least three events each semester. The events will have different focuses to suit all members, but they all have the social aspect in common. The committee should work actively to create a warm and welcoming environment for members. In addition, the Committee takes suggestions, ideas and feedback in consideration in order to develop and reflect the members wishes.

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.

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 Stockholms 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 its beginning in 2007. F.E.ST. Featuring... has among other

clubs collaborated with Café Opera and Solidaritet with good results. The primary goal of this project is to have at least two events each semester, while simultaneously targeting newer and more exclusive venues and venturing into exclusive access to the members of the association. A secondary goal is to strive towards at least 400 guests each time. The event did not take place during 2020 due to COVID-19. We hope it can be brought back fall 2021, but this will depend on the laws and restrictions at that time.

Aktiva kvällen/Aktiva dagen

Aktiva kvällen/Aktiva dagen 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 at the end of the semester; Aktiva dagen in the spring and Aktiva kvällen 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. During the ongoing restrictions, we have adjusted this event to be held online.

Halloween Sittning

In May 2013 the association arranged one of its first sittningar for members outside of Fadderiet and Spring Ball (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 and SPB. 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, therefore the event has been renamed to Halloween sittning. 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 aim to reach approximately 100 attendees for the sittning, and 200 attendees for the afterparty. In 2019 the Halloween Sitting was in collaboration with Sturecompagniet, which had the availability to have 80 attendees for the sitting and around 200 for the afterparty. In fall 2020 we organized a Halloween party at Olssons skor that unfortunately was not successful due to COVID-19. We hope to bring back Halloween sittningen fall 2021 but this depend on the ongoing restrictions.

Spring Ball

Spring ball is a fancy sitting held during late spring, typically with dress code tailcoat, inspired from traditional proms, and the goal is that the Spring Ball will continue to be a longstanding tradition. The idea was tested in 2013 again but fell through before the event happened as a result of expensive ticket prices. When the project started again in fall 2015 the expectations were more realistic and the ticket prices had been lowered, 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. Spring Ball 2018 was a massive success, the tickets were sold out immediately and it was once more held at Hasselbacken. 2019 the venue changed to Moderna Museet to be able to make an even greater event and release more tickets. Unfortunately, the 2020 Anniversary Ball that was supposed to take place at Solliden, Skansen, had to be cancelled due to COVID-19. We wish to bring this back in the spring of 2021, and the goal for Spring Ball then is to redeliver the same extravagant experience and build to its uniqueness by embracing ballroom traditions, such as more ballroom dancing. Ultimately the goal of this project is to bring together members in a remarkably sunny and exciting environment and be the gold standard for sittings within the association.

Bus to Gräddgasquen

This is a smaller project that is arranged for the students who buy tickets to Gräddgasquen in Uppsala. The purpose is to make sure that all students get back and forth in an enjoyable and hospitable way and also create a good vibe with people from the association before this incredible event. We hope to do this fall 2021.

Bubbly Brunch

This is the newest event within the committee that was an initiative by two members in spring 2019 who wanted to introduce a trendy brunch mixed with the classical sitting. If this event is popular chances are that we will make this a tradition during springtime. The main goal of this event is to offer a smaller sitting with a twist held during daytime and for members to gather and socialize over a nice brunch. The event was also planned for spring 2020, but unfortunately had to be cancelled due to COVID-19. We hope to bring this back in the spring of 2022.

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.

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 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, 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 frequently 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. A meeting is preferably marketed at least two times, in purpose to reach out to as many as possible. 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.

Facebook

The Facebook group “Event Committee of Föreningen Ekonomerna” 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. 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 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. Föreningen Ekonomerna 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 statutes.

Activity Plan for the Education Committee FS21/22

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 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. With the help of the Head of Education in the Board, the Education committee is 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.

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 education as a whole. 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, if the project will be held in person. Due to the Covid-19 pandemic the project has been held online twice. However for Spring 2022 the project will be held in person as usual if the circumstances allow it. There will be prizes to increase the turnout of the project, regardless if it will be held online or in person.

Ballerina Award

The purpose of this project is to nominate the best pedagogical teacher at SBS of the year. The project will take place around the same time as Speak Up Week. Students will get a chance to vote and nominate their favorite teacher. During the pandemic another category was added “best teaching adaptation”, which implied the teacher who adapted their course in the best way during Covid-19 pandemic. The winner/winners will get a diploma with a short motivational of their nomination. To increase the participation in the survey there will also be prizes given to some of participants. If the circumstances go back to normal the project will take place as usual and only “best pedagogical teacher” at SBS of the year will be nominated.

Structure of the Education Committee

The Chair

The Chair is the former vice chair of the committee and is therefore responsible for the labor, 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 is mainly responsible for all of the projects and events held by the committee.

The Vice Chair

The Vice Chair is elected by the committee in order to be responsible for the labor 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 to be a member of the committee.

Meeting Coordination

The committee meetings shall take place regularly in order to considerate important decisions and update current status on the 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 main 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 in order 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 in order 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. 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 in order to recruit new members to the committee.

ACTIVITY PLAN FOR BUSINESS COMMITTEE FS21/SS22

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 good contact with the association's partners and sponsors, and to the industry as a whole. The Committee also works internally with greater cohesion in order to collaborate effectively within its own entity.

Objectives and goals

Objective

To benefit economic students at Stockholm Business School with good knowledge and good contacts in the business industry, while encouraging 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. The purpose of the project is to help students to make a well informed choice of future employer and career. This is done by companies from different industries attending a fair in Ljussgården where they can interact with students. Career Day will make it easier for business students to get in touch with companies, gain insights about 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 comprehend what their choice of education can lead to in practice. This will be an annual event held during the spring semester.

London Banking Week

London Banking Week (LBW) is a project whose aim is to improve the contact between the Association members' and the international business world. This project gives the students a better opportunity to compete for corporate internships, whose recruitment often begins in the fall. Students will have a clear picture of how the financial sector operates in London and how the application processes work for

offered internships. This also means that the name “Stockholm Business School” and “Föreningen Ekonomerna” is diffused in a foreign environment. LBW creates a stronger attraction for the finance major in the business administration education. London Banking Week also facilitates students' entry into the financial sector by giving them a clearer picture of how the visited entities do business. This will be an annual event, due to the pandemic this event has been put on hold, assuming normal conditions this event will be held during the spring semester.

Career Choice

The purpose of the project “Career Choice” is to inform students about the upcoming choice of major in their studies in order to facilitate their decision making. The majors that students can choose from are: Finance, Audit, Managerial Accounting, Marketing and Management.

During the project “Career Choice”, students are offered to go on company visits in which the companies present themselves, their work, opportunities and what a typical day might look like. This will effectively give students the knowledge for possible career paths, and contribute to closer contacts between the business industry and the students. Opportunities to participate in the case solution can also be provided for this project, depending on the set up. Career Choice is held once each semester before the major choices. The preliminary scheduling of this event, the fall event will be held online in agreement with SBS recommendations, and the spring event assuming normal conditions will be held in person.

Sustainability Day

This is an annual project done by the Business Committee to create a greater awareness around Sustainability amongst students at Stockholm Business School. Companies, NGOs and individuals engaged in this subject will be invited to hold lectures and engage in interesting debates. One of the main goals is that students who attend this day will achieve a greater knowledge and a bigger interest in sustainability and CSR. In addition to this, there will be the opportunity for students to mingle with companies, engage in important discussions around sustainability and what you can do as an individual for a more sustainable future.

Mentoring With Professionals

This is a new project with the aim of becoming an annual event. The purpose of the project is to create a bridge between ambitious students and professionals in different parts of the business world. To consequently strengthen the relationships between these students and the working professionals. The collaboration between students and assigned mentors will contribute to more knowledge, a greater understanding of business and future career possibilities. Lastly it will allow the

student to create a valuable network.

This is also an opportunity for the mentor, to bring in new perspectives on the profession and exchange experiences.

SM i Ekonomi

This is an annual event in which students from universities all over Sweden can compete against each other in their knowledge of economics. The event is held locally for the first competition within each university, and then there is a semifinals and finals which is held in a separate location; given that the conditions are back to normal, if not the event will be held online. The purpose of this event is to spur competition and facilitate learning and networking throughout the academic sphere of Sweden.

Startup-week

This is a project which will be held in collaboration with the finance society. The purpose of this event is to educate students in the practical aspects of creating a business. This will include workshops & guest lecturers from entrepreneurs, venture capitalists and angel investors. This event will be held during the fall semester or early spring, and depending on the circumstances it might be held online. This is also a great opportunity for students to understand what it takes to create a business and might spur some further interest and initiatives.

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.

Inspirational Lectures

The concept is based on lectures given by successful and interesting individuals. By sharing their life story and career, they inspire economic 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". They will carry the responsibility for events

and other occasions related to the association and will create continuity of contact.

Exclusive/development events

The exclusive/development events aim to develop the committee-members in areas that they feel they need to improve. This is done as far as possible to meet the members' needs and that, preferably in collaboration with partners or other companies.

RESPONSIBILITIES

Chair, The Business Committee

Is elected by the committee and thus 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 of all projects and events, which the committee conducts.

Vice Chair, The Business Committee

Is elected by the committee to be 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. The 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 is engaged in a project group/ another role. The coordinator is also responsible for other activities such as kick off with new members, introducing Podio to new members and being the secretary at committee's meetings.

Recruitment Assistant, The Business Committee

The Recruitment Assistant is a role that will work closely with the Chairs to facilitate the recruitment process for every role applied 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. One of the chairs will also take part in the interviews as a secretary for the Recruitment Assistant. The Recruitment Assistant

will then give his/her inputs as well as notes from the interviews to the chairs who will decide which of the applicants will get the role.

Project Group

Project groups are responsible for making sure projects adopted are performed in the best way possible and correspond to the objective set for the project. The project managers carry the primary responsibility for the project groups work. Both, the project manager and project group report to the Chair / Vice Chair.

FOR THE UPCOMING SEMESTER

The Business Committee should continue to work actively to establish contacts with new companies and partners. This will be done through connections with projects / events, added inquiries about companies / sponsors who are interested to cooperate with the Business Committee in the future. Consequently, we achieve a wider network of contacts and will be able to arrange more student activities with companies during the fiscal year.

Furthermore, the committee should continue working with its structure and implement new roles to make the committee grow bigger and greater. The key is to keep working on increasing the number of active members, by creating an innovative, transparent and inviting discussion in a cohesive group. Dedicated students of the Business Committee will lead to both collaboration and the ability to establish contact with new companies. During the year, the committee shall encourage members' own ideas on new projects and positions in order to enhance both the committee and the board's work. Moreover, we want to establish more collaborations with other committees.

This year, much work will be devoted to market the committee even more. We will put the focus on marketing and how to reach out and make us more visible for students. Additionally we will work on strengthening the relationship with all members within the committee by arranging more internal 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 in order to give possibility for involvement to all the members, both Swedish-speaking and international. An idea is contacting international companies, or Swedish companies with international customers and have more short-term projects.

Stockholm 14th April 2021

Rebecca Rimertz Sangiorgio & Adam Nilsson Kaluti

Chair/Vice Chair of the Business Committee, Fall 2021/2022

ACTIVITY PLAN - SPORTS COMMITTEE 2021/2022

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. Another main goal that has been consistent through the years is to bring people together through all kinds of different sports, create new friendships and grow together as people (by being involved or lead different activities).

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 within the category sports to interact socially.

Goals

The Sports Committee strives to create opportunities for Föreningen Ekonomernas members to participate in different sports activities. The committee also aims for social opportunities and we think sports is a good way for people to socialize and get together. Furthermore, the committee wishes their members to interact with each other by participating in our different sport and social events connected with sports.

The committee strives to create new or develop already existing projects. Furthermore, the sports committee aspire to work with other committees within the association.

Operations and Responsibilities

Chair

The committee's Chair is elected by the association and is therefore responsible for its work, members, meetings and to inform students and companies about the committee. It is also the Chair's job to overlay information to the group of operations and the 2nd Vice President.

Vice Chair

The Vice Chair of the committee is also elected by the association and is therefore responsible for the committee's work. If the Chair can't participate in meetings the

responsibilities fall on the Vice Chair. The Vice Chair also has a responsibility for the committee's projects and events. The Vice Chair can also participate with the Chair in meetings with the operations board, in order to get a larger grasp of the association.

Project Group

The committee's project is led by project groups or project leaders. 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 has a continual communication with the Chair about how the project is going.

Marketing

All marketing within the Sports committee goes through Föreningen Ekonomernas Facebook-page, the Sports committee's Facebook-group, Podio and the Association's web page.

The Sports committee should be open and fun to attract new members, through participating in Fadderiet/SBP the committee can get introduced to new students at SBS. The committee strives 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 and there has to be one assigned market manager for each project.

Communication

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

PROJECTS OF SPORTS COMMITTEE

Champs of Campus

The committee arranges a football tournament every spring in May together with our partner associations at Stockholm University. We aim to do this every year and it usually takes place at the grass fields of Frescati. We see opportunity with the project

(as it has been reached well by our members) and perhaps we can invite other students at Stockholms University and also Uppsala Ekonomerna.

Floorball Tournament

The committee has an annual tournament, usually during the first semester, November or early spring, we have had GT as a sponsor the last two times which is appreciated by both them and us.

Padel Event

Together with Ryska Posten we will this year arrange a "try out padel-event" where our members will be invited to play padel with some of Sweden's padel elite.

Ski Trip

The Sports committee arranges a yearly ski trip to the alps. We have been to both Val Thorens and Val' d'Isere and this is made together with Summitweek and Northlander. This yearly trip has been a success from the start and very much appreciated by the association.

Sports Pub

This year we will arrange a sports pub in Festningen when restrictions allow and we hope this can be a tradition to build on. This creates a great opportunity for our members to interact with each other and have a good time.

Surf Trip

The Sports committee arranged a surf trip to Morocco in August 2016 and to Portugal 2017, 2018 and 2019. The trips were a success and we look to recreate the project again when possible. The trip to surf-trip to both Morocco and Portugal was arranged through the travel company La Point.

Tvärsis

Our aim in IDU is to have at least one tvärsis every semester so that our members can get to know other members from other committees. Two semesters ago the tvärsis was with PRU.

Universitetsfejden

Uppsala Ekonomerna arranges a Football tournament in Fyrishovshallen in Uppsala. Student associations from Uppsala and Stockholm participated. The committee will strive to make our association participate again when possible and with that improve working relations with Uppsalaekonomerna.

ACTIVITY PLAN FOR INTERNATIONAL COMMITTEE FS21/SS22

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 at the Board, the IC collaborates with the Association's international contacts, such as international students, companies, the public sector, and other student associations, both in Sweden or abroad.

The Chair and Vice-Chair of the IC are responsible for the good 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 perform according to Föreningen Ekonomerna's operational charters.

The 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 at 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/or 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 and Venture Asia, 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 (FS21/SS22)

All the projects of the International Committee are described in detail below.

DISCLAIMER: because of the COVID-19 situation, the IC's projects are not yet fixed in time and are susceptible to be changed/removed.

There are also some projects that may take place **ONLY** if SBS decides to operate remotely for the upcoming academic year.

ECT in collaboration with the Marketing Committee (Subject to Covid19 restrictions)

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 spring. During this trip, the participants will attend qualitative company visits, social activities, and team building. In March 2016, which was the first ECT ever, students traveled to Brussels, while in 2017 students traveled to Milan to explore the European fashion industry, 2018's version made its way to Berlin to explore the start-up culture in the city. 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. 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. In the 2019 edition, the trip took place in both Amsterdam and Brussels in December 2019. With the new format of the IB week, the goal of having company visits to a European city will be fulfilled when students will go abroad to our partner university. It has been brought to our attention that a trip focusing on marketing, communication, and digital business was lacking in the IC. We will therefore try to work on organizing such a trip in collaboration with the respective committees. The goal of it will be to offer students studying marketing the opportunity to meet companies that focus on that domain, and/or the marketing department of some big companies.

International Business Week (IB Week) (subject to Covid19 restrictions)

As of the end of 2020, The International Business Week will change from their usual organization of having a week in Stockholm with students from other universities. The IB weeks will become a project where SBS' students will be paired with students from a foreign university that we have a partnership with. Students from Stockholm will travel for a week or more to that partner university in order to discover the country and have guest lectures and business visits. Later in the year (or prior to the trip abroad), students from that partner university will come to Stockholm to also visit Sweden, and have company visits and guest lectures. The purpose of the long term of the IB week is to develop bonds with foreign universities and suggest to our students both the opportunity of meeting foreigners, to attend guest lectures in Stockholm but also experience the same week abroad.

Global Music Industry (subject to Covid19 restrictions)

The project Global Music Industry is aimed to connect students at SBS to companies within the music industry. This project intends to offer SBS students the opportunity to explore the international modern music industry and possibilities of establishing an international career within the field. Through behind-the-scenes insights the aim

is to inspire and motivate attending students. This will be held during a few days at SBS, with interview and panel discussions with professionals from the industry. Examples of covered areas are the future of distribution, A&R, copyrights, digitalization of music, current issues and trends, and marketing, finance and management in the industry. If possible to have this during the end of the fall semester, and begin to plan this as soon as preferably at the beginning of the term. This might be a project due to covid that will not occur, but it's our hope that it will.

Cooking Online (subject to Covid19 restrictions)

The cooking online is a project that is aimed to connect students in Föreningen as a fun activity, to cook together via Zoom. The focus will be learning to cook a new dish, from a different country than Sweden. The idea is to bring people from different backgrounds together to foster internationality within the committee as well as the association as a whole.

Language Café (subject to Covid19 restrictions)

A language café via Zoom is for students who want to learn/teach a new language. If this is possible, we will try to find a person who is willing to take their time, teaching out a language they know, for example, French or German. This is a great opportunity for students to get a basic knowledge of a language in the country they decide to study or work abroad at a later time. Of course, it's for anyone who wants to participate as well! We will either hold the virtual cafe in the form of a group or will connect pairs of students for one on one sessions; subject to interest and participation.

Connecting companies to students (subject to Covid19 restrictions)

Another project that we at the IC have been carefully thinking about is to connect both local and international students to local (Swedish) as well as companies and start-ups that work on a global scale. It is especially hard for those international students that do not speak Swedish, to find any sort of part-time work while pursuing their studies in Stockholm and more broadly Sweden. As a result, we at the IC strongly feel that giving our members a chance to connect with employers who hire Swedish and/or English-speaking candidates would prove to be very beneficial for the internationality of the association as a whole. This project will give students the chance to not just think of our committee and the overall association in terms of mere internal projects but also a pathway to the workings of the real world. (This

project could potentially also be carried out with the Business/Finance Committee and their contacts under the supervision of both The Head of International Affairs and The Head of Corporate Relations at the Board)

Connecting partner universities to students (Subject to Covid19 restrictions)

We at the IC, strongly feel like another successful and attractive digital event could be that of connecting those students at SBS that have applied for exchange to their respective choice of universities. Our exchange takes place with our partner universities and getting them on board would be of utmost benefit to our local and international students. Our idea is to pick a minimum of three to five popular choice exchange universities and in collaboration with them hold one or more online events where representatives from these universities will not only enlighten students at Stockholm Business School with what to expect academically but will also give them a heads up regarding the social setting of that country. This would also include tips and tricks that can prove to be rather beneficial for students when they do eventually go for exchange.

Venture Asia (Subject to Covid19 restrictions)

From 2018 and forward, Venture Asia has been an organized trip to an Asian metropolis. The first such trip took place in May 2018, going to Hong Kong, while the 2019 edition made its way to Shanghai. 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. The execution of the trip is subject to Covid 19 regulations by the World Health Organization.

Silicon Valley Tour (Subject to Covid19 restrictions)

Silicon Valley Tour (SVT) is a project launched in 2017 for the first time. After similar success during the 2018 edition, SVT will occur once again (subject to corona restrictions). 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 take place in November and should not be overlapping with

ECT. If the next Chair and Vice-chair do not find relevance to keep going with such a trip, the Silicon Valley Tour could be replaced or removed.

Exchange Studies Fair (Subject to Covid19 restrictions)

The Exchange Studies Fair is a project that will help SBS students gain a better picture of where to go on their exchange semester. This project is intended to happen once a semester directly following the exchange semester information meeting hosted by the Office of International Affairs. The project will involve current students who have gotten back from their exchange semester, sharing their experiences of both the university and city they were in. This will help students choose which universities to put on their exchange applications. That fair could also be in the form of Zoom Meetings or small Instagram takeovers where students that went on an exchange can answer questions from students.

Projects throughout the academic year:

IC Social (Subject to Covid19 restrictions)

The IC Social is intended to occur at least once every semester, with the goal of creating a relaxed and social environment for international students and local students to mingle in a pub setting, with the first one of the semester to be held at the Festningen pub. This event would happen on a monthly basis.

DIVISION OF RESPONSIBILITIES AND STRUCTURE

The operations of the International Committee are structured as follows.

Chair, International Committee

The chair is a representative elected by the committee and the approved trustee by Föreningen Ekonomerna and its Board. Thus, 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 by offering its members and SBS students opportunities to establish international careers.

Vice-Chair, International Committee

The vice-chair is a representative selected by the committee, but not a trustee of the association, to take responsibility for 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 a further understanding of the Association's and committees' situation. The Vice-Chair shares responsibility with the Chair for the planning of future projects and provides feedback to the Chair.

Sponsorship Manager, International Committee

The sponsorship manager is the main person responsible for all communication between the International Committee and external parties in Sweden regarding sponsorship and collaboration. He/she should join each Project group meeting at least once a month as well as take part in weekly updates from each project group. The sponsorship manager will explain the association's regulations according to the brand book to the project groups, as well as the different formalities involved. When possible and applicable, represent the committee at association events. Lastly, there should be at least 3 handover meetings with the successor upon stepping down.

Marketing Manager, International Committee

The position of Marketing Manager has been removed. The different projects of the IC refer now straight to the Social Media Content Group, through the Marketing Committee, for any marketing inquiries.

Coordinator, International Committee

The coordinator 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. The Chair and Vice-Chair can decide, if they do not feel the need for a Coordinator, not to recruit any.

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. The project group will have direct contact with the committee's sponsorship and marketing manager regarding sponsorship and marketing for the project respectively.

LANGUAGE

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

OTHER

Committee meetings should be held regularly and on a three-week to monthly basis. Time and date will be decided by the Chair with regard to the 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 its 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 International Business and Politics program, 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 fulfill 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.