

Module title		Abbreviation
Event Management 1		12-EVM1-122-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Anniversary, company outing, panel discussion, (scientific) conference or trade show - how do I design an event and what organisational and legal provisions do I have to take into account? These questions will be discussed in the "Projektseminar Event- und Veranstaltungsmanagement" ("Project Seminar Event Management"). Using examples, students will develop the core building blocks of event management from idea and design through planning and implementation to post-event follow up. In addition, experts from different areas of event management will share their practical knowledge. The course might also include field trips. Input 1: Brainstorming and objective of the event / mind mapping technique Input 2: Scheduling, budgeting, project management Input 3: Marketing, public relations, business etiquette Input 4: Team building, staff selection and staff management Input 5: Fundraising, sponsorship Input 6: Cost and financial management Input 7: Professional entertainment and hospitality Input 8: Technical aspects (exhibition and stage design, event technology, presentation equipment) Input 9: Legal aspects of events</p>		
Intended learning outcomes		
<p>The students work in small groups the basics of event management and present their results in front of the whole group. Students are to create a structured event concept will be able to occupancy of the module. They also have the ability to work in a team and to present results in front of a group and to address critical issues.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 pages) or c) presentation (approx. 25 minutes) or d) written elaboration (approx. 5 to 10 pages) and presentation (approx. 15 minutes), weighted 1:1 or e) oral examination (approx. 30 minutes)		
Allocation of places		
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Additional information		
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Workload		
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Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		