## Module title

**Event Management 1**

| Abbreviation | 12-EVM1-152-m01 |

### Module coordinator

Dean of the Faculty of Business Management and Economics

### Module offered by

Faculty of Business Management and Economics

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<tbody>
<tr>
<td>5</td>
<td>(not) successfully completed</td>
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<table>
<thead>
<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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### Contents

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

### Intended learning outcomes

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.

### Courses

(type, number of weekly contact hours, language — if other than German)

| S (2) |

### 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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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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### Module appears in

Bachelor’ degree (1 major) Biochemistry (2013)
Bachelor’ degree (1 major) Biology (2011)
Bachelor’ degree (1 major) Biology (2013)
Bachelor’ degree (1 major) Chemistry (2010)
Bachelor’ degree (1 major) Chemistry (2009)
Bachelor’ degree (1 major) Geography (2010)
Bachelor’ degree (1 major) Computer Science (2014)
Bachelor’ degree (1 major) Computer Science (2010)
Bachelor’ degree (1 major) Food Chemistry (2009)
Bachelor’s degree (1 major) Mathematics (2014)
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Bachelor’s degree (1 major) Musicology (2011)
Bachelor’s degree (1 major) Physics (2012)
Bachelor’s degree (1 major) Psychology (2010)
Bachelor’s degree (1 major) Business Management and Economics (2013)
Bachelor’s degree (1 major) Business Management and Economics (2010)
Bachelor’s degree (1 major) Nanostructure Technology (2012)
Bachelor’s degree (1 major) Economathematics (2009)
Bachelor’s degree (1 major) Economathematics (2012)
Bachelor’s degree (1 major) Economathematics (2008)
Bachelor’s degree (1 major) Business Information Systems (2014)
Bachelor’s degree (1 major) Business Information Systems (2013)
Bachelor’s degree (1 major) Indology/South Asian Studies (2013)
Bachelor’s degree (1 major) Mathematical Physics (2012)
Bachelor’s degree (1 major) Human-Computer Systems (2010)
Bachelor’s degree (1 major) Science of Music Education (2013)
Bachelor’s degree (1 major) Computational Mathematics (2014)
Bachelor’s degree (1 major) Computational Mathematics (2013)
Bachelor’s degree (1 major) Aerospace Computer Science (2014)
Bachelor’s degree (1 major) Media Communication (2012)
Bachelor’s degree (1 major) Political and Social Studies (2011)
Bachelor’s degree (1 major) Romanic Languages (French/Italian) (2013)
Bachelor’s degree (1 major) Romanic Languages (French/Spanish) (2013)
Bachelor’s degree (1 major) Romanic Languages (Spanish/Italian) (2013)
Bachelor’s degree (1 major) Functional Materials (2012)
Bachelor’s degree (1 major) Academic Speech Therapy (2014)
Bachelor’s degree (1 major, 1 minor) Classical Archaeology (2009)
Bachelor’s degree (1 major, 1 minor) Classical Archaeology (2013)
Bachelor’s degree (1 major, 1 minor) Pedagogy (2011)
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Bachelor’s degree (1 major, 1 minor) French Studies (2013)
Bachelor’s degree (1 major, 1 minor) History (2010)
Bachelor’s degree (1 major, 1 minor) History of Medieval and Modern Art (2013)
Bachelor’s degree (1 major, 1 minor) Musicology (2011)
Bachelor’s degree (1 major, 1 minor) Philosophy (2010)
Bachelor’s degree (1 major, 1 minor) Philosophy (2013)
Bachelor’s degree (1 major, 1 minor) Spanish Studies (2013)
Bachelor’s degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2012)
Bachelor’s degree (1 major, 1 minor) Ancient World (2013)
Bachelor’s degree (1 major, 1 minor) Spanish Studies (2010)
Bachelor’s degree (1 major, 1 minor) Science of Music Education (2011)
Bachelor’s degree (1 major, 1 minor) Philosophy and Religion (2014)
Bachelor’s degree (1 major, 1 minor) Philosophy and Religion (2011)
Bachelor’s degree (1 major, 1 minor) Geography (Focus Physical Geography) (2010)
Bachelor’s degree (1 major, 1 minor) Geography (Focus Human Geography) (2010)
Bachelor’s degree (1 major, 1 minor) Political and Social Studies (2013)
Bachelor’s degree (1 major, 1 minor) Museology and material culture (2013)
Bachelor’s degree (1 major, 1 minor) English and American Studies (2010)
Bachelor’s degree (1 major, 1 minor) Russian Language and Culture (2008)
Bachelor’s degree (1 major, 1 minor) Russian Language and Culture (2012)
Bachelor's degree (1 major, 1 minor) Gallo-Roman philology (2010)
Bachelor's degree (1 major, 1 minor) German Language and Literature (2013)
Bachelor's degree (1 major, 1 minor) German Language and Literature (2010)
Bachelor's degree (1 major, 1 minor) Italian Studies (2010)
Bachelor's degree (2 majors) Egyptology (2011)
Bachelor's degree (2 majors) Classical Archaeology (2013)
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Bachelor's degree (2 majors) Philosophy and Religion (2013)
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Bachelor's degree (2 majors) Digital Humanities (2012)
Bachelor's degree (2 majors) Digital Humanities (2009)
Bachelor's degree (2 majors) Political and Social Studies (2011)
Bachelor's degree (2 majors) Russian Language and Culture (2012)
Bachelor's degree (2 majors) Greek Philology (2009)
Bachelor's degree (2 majors) European Ethnology (2013)
Magister Theologiae Catholic Theology (2009)
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Bachelor's degree (2 majors) Geography (2010)
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