

|  |                              |  |
|--|------------------------------|--|
| <b>Module title</b>  |                              | <b>Abbreviation</b>                          |
| Event Management 1   |                              | 12-EVM1-152-m01                              |
| <b>Module coordinator</b>  |                              | <b>Module offered by</b>                     |
| Dean of the Faculty of Business Management and Economics   |                              | Faculty of Business Management and Economics |
| <b>ECTS</b>  | <b>Method of grading</b>     | <b>Only after succ. compl. of module(s)</b>  |
| 5  | (not) successfully completed | --   |
| <b>Duration</b>  | <b>Module level</b>          | <b>Other prerequisites</b>                   |
| 1 semester   | undergraduate                | --   |
| <b>Contents</b>  |                              |  |
| <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> |                              |  |
| <b>Intended learning outcomes</b>  |                              |  |
| <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>  |                              |  |
| <b>Courses</b> (type, number of weekly contact hours, language – if other than German)   |                              |  |
| S (2)  |                              |  |
| <b>Method of assessment</b> (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)   |                              |  |
| <b>Allocation of places</b>  |                              |  |
| --   |                              |  |
| <b>Additional information</b>  |                              |  |
| --   |                              |  |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)   |                              |  |
| --   |                              |  |
| <b>Module appears in</b>   |                              |  |
| <p>Bachelor' degree (1 major) Biochemistry (2013)<br/>         Bachelor' degree (1 major) Biology (2011)<br/>         Bachelor' degree (1 major) Biology (2013)<br/>         Bachelor' degree (1 major) Chemistry (2010)<br/>         Bachelor' degree (1 major) Chemistry (2009)<br/>         Bachelor' degree (1 major) Geography (2010)<br/>         Bachelor' degree (1 major) Computer Science (2014)<br/>         Bachelor' degree (1 major) Food Chemistry (2009)<br/>         Bachelor' degree (1 major) Mathematics (2014)</p>  |                              |  |

Bachelor' degree (1 major) Mathematics (2013)  
 Bachelor' degree (1 major) Musicology (2011)  
 Bachelor' degree (1 major) Physics (2012)  
 Bachelor' degree (1 major) Psychology (2010)  
 Bachelor' degree (1 major) Business Management and Economics (2013)  
 Bachelor' degree (1 major) Business Management and Economics (2010)  
 Bachelor' degree (1 major) Nanostructure Technology (2012)  
 Bachelor' degree (1 major) Econometrics (2009)  
 Bachelor' degree (1 major) Econometrics (2012)  
 Bachelor' degree (1 major) Econometrics (2008)  
 Bachelor' degree (1 major) Business Information Systems (2014)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2013)  
 Bachelor' degree (1 major) Human-Computer Systems (2010)  
 Bachelor' degree (1 major) Computational Mathematics (2014)  
 Bachelor' degree (1 major) Aerospace Computer Science (2014)  
 Bachelor' degree (1 major) Media Communication (2012)  
 Bachelor' degree (1 major) Political and Social Studies (2011)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2013)  
 Bachelor' degree (1 major) Functional Materials (2012)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2011)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2009)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2013)  
 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) Philosophy (2010)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2013)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2012)  
 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) 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)  
 Bachelor's degree (2 majors) Pedagogy (2013)  
 Bachelor's degree (2 majors) Protestant Theology (2009)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2013)  
 Bachelor's degree (2 majors) Musicology (2011)  
 Bachelor's degree (2 majors) Philosophy (2010)  
 Bachelor's degree (2 majors) Philosophy (2013)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2012)  
 Bachelor's degree (2 majors) Special Education (2009)  
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2012)

Bachelor's degree (2 majors) Science of Music Education (2011)  
 Bachelor's degree (2 majors) Philosophy and Religion (2013)  
 Bachelor's degree (2 majors) Philosophy and Religion (2014)  
 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) European Ethnology (2013)  
 Magister Theologiae Catholic Theology (2013)  
 Bachelor's degree (2 majors) Geography (2010)  
 Bachelor's degree (2 majors) French Studies (2013)  
 Bachelor's degree (2 majors) History (2009)  
 Bachelor's degree (2 majors) Italian Studies (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2013)  
 Bachelor's degree (2 majors) Spanish Studies (2009)  
 Bachelor's degree (2 majors) English and American Studies (2009)  
 Bachelor's degree (2 majors) Gallo-Roman philology (2009)  
 Bachelor's degree (2 majors) German Language and Literature (2013)  
 Bachelor's degree (2 majors) German Language and Literature (2009)  
 Bachelor's degree (2 majors) Italian Studies (2009)  
 Bachelor' degree (1 major) Biochemistry (2015)  
 Bachelor' degree (1 major) Biology (2015)  
 Bachelor' degree (1 major) Chemistry (2015)  
 Bachelor' degree (1 major) Geography (2015)  
 Bachelor' degree (1 major) Computer Science (2015)  
 Bachelor' degree (1 major) Food Chemistry (2015)  
 Bachelor' degree (1 major) Mathematics (2015)  
 Bachelor' degree (1 major) Musicology (2015)  
 Bachelor' degree (1 major) Physics (2015)  
 Bachelor' degree (1 major) Psychology (2015)  
 Bachelor' degree (1 major) Business Management and Economics (2015)  
 Bachelor' degree (1 major) Nanostructure Technology (2015)  
 Bachelor' degree (1 major) Econometrics (2015)  
 Bachelor' degree (1 major) Business Information Systems (2015)  
 Bachelor' degree (1 major) Biomedicine (2015)  
 Bachelor' degree (1 major) Mathematical Physics (2015)  
 Bachelor' degree (1 major) Human-Computer Systems (2015)  
 Bachelor' degree (1 major) Modern China (2015)  
 Bachelor' degree (1 major) Science of Music Education (2015)  
 Bachelor' degree (1 major) Computational Mathematics (2015)  
 Bachelor' degree (1 major) Aerospace Computer Science (2015)  
 Bachelor' degree (1 major) Media Communication (2015)  
 Bachelor' degree (1 major) Political and Social Studies (2015)  
 Bachelor' degree (1 major) Romanic Languages (French/Italian) (2015)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2015)  
 Bachelor' degree (1 major) Romanic Languages (Spanish/Italian) (2015)  
 Bachelor' degree (1 major) Functional Materials (2015)  
 Bachelor' degree (1 major) Academic Speech Therapy (2015)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)  
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2015)  
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)  
 Bachelor's degree (1 major, 1 minor) French Studies (2015)

Bachelor's degree (1 major, 1 minor) History (2015)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2015)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2015)  
 Bachelor's degree (1 major, 1 minor) Musicology (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)  
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)  
 Bachelor's degree (1 major, 1 minor) Science of Music Education (2015)  
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2015)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2015)  
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)  
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)  
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2015)  
 Bachelor's degree (2 majors) Egyptology (2015)  
 Bachelor's degree (2 majors) Classical Archaeology (2015)  
 Bachelor's degree (2 majors) Pedagogy (2015)  
 Bachelor's degree (2 majors) Protestant Theology (2015)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2015)  
 Bachelor's degree (2 majors) Musicology (2015)  
 Bachelor's degree (2 majors) Philosophy (2015)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2015)  
 Bachelor's degree (2 majors) Special Education (2015)  
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)  
 Bachelor's degree (2 majors) Latin Philology (2015)  
 Bachelor's degree (2 majors) Science of Music Education (2015)  
 Bachelor's degree (2 majors) Philosophy and Religion (2015)  
 Bachelor's degree (2 majors) Theological Studies (2015)  
 Bachelor's degree (2 majors) Digital Humanities (2015)  
 Bachelor's degree (2 majors) Political and Social Studies (2015)  
 Bachelor's degree (2 majors) Russian Language and Culture (2015)  
 Bachelor's degree (2 majors) Greek Philology (2015)  
 Bachelor's degree (2 majors) European Ethnology (2015)  
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)  
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2015)  
 Bachelor's degree (2 majors) Geography (2015)  
 Bachelor's degree (2 majors) French Studies (2015)  
 Bachelor's degree (2 majors) History (2015)  
 Bachelor's degree (2 majors) Italian Studies (2015)  
 Bachelor's degree (2 majors) Spanish Studies (2015)  
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)  
 Bachelor's degree (2 majors) English and American Studies (2015)  
 Bachelor's degree (2 majors) German Language and Literature (2015)  
 Bachelor's degree (1 major) Mathematical Physics (2016)  
 Bachelor's degree (1 major) Human-Computer Systems (2016)  
 Bachelor's degree (1 major, 1 minor) Theological Studies (2011)  
 Bachelor's degree (2 majors) Theological Studies (2011)  
 Bachelor's degree (1 major, 1 minor) French Studies (2016)

Bachelor's degree (2 majors) French Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)  
 Bachelor's degree (2 majors) Italian Studies (2016)  
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)  
 Bachelor's degree (2 majors) Spanish Studies (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Italian) (2016)  
 Bachelor' degree (1 major) Romanic Languages (French/Spanish) (2016)  
 Bachelor' degree (1 major) Romanic Languages (Spanish/Italian) (2016)  
 Bachelor' degree (1 major) Business Information Systems (2016)  
 Bachelor' degree (1 major) Games Engineering (2016)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)  
 Bachelor's degree (2 majors) English and American Studies (2016)  
 Bachelor' degree (1 major) Media Communication (2016)  
 Bachelor' degree (1 major) Food Chemistry (2016)  
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)  
 Bachelor' degree (1 major) Biology (2017)  
 Bachelor's degree (1 major, 1 minor) Geography (2017)  
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)  
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)  
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)  
 Bachelor' degree (1 major) Aerospace Computer Science (2017)  
 Bachelor' degree (1 major) Modern China (2017)  
 Bachelor' degree (1 major) Biochemistry (2017)  
 Bachelor' degree (1 major) Chemistry (2017)  
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)  
 Bachelor' degree (1 major) Econometrics (2017)  
 Bachelor' degree (1 major) Games Engineering (2017)  
 Bachelor' degree (1 major) Computer Science (2017)  
 Bachelor' degree (1 major) Media Communication (2018)  
 Bachelor' degree (1 major) Biomedicine (2018)  
 Bachelor' degree (1 major) Human-Computer Systems (2018)  
 Bachelor's degree (2 majors) Classical Archaeology (2018)  
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)  
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)  
 Bachelor's degree (2 majors) Digital Humanities (2018)  
 Bachelor' degree (1 major) Computer Science (2019)  
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)  
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2019)  
 Bachelor' degree (1 major) Indology/South Asian Studies (2019)  
 Bachelor' degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)  
 Bachelor' degree (1 major) Business Management and Economics (2019)  
 Bachelor' degree (1 major) Modern China (2019)  
 Bachelor' degree (1 major) Food Chemistry (2019)  
 Bachelor' degree (1 major) Biomedicine (2020)  
 Bachelor' degree (1 major) Pedagogy (2020)  
 Bachelor' degree (1 major) Political and Social Studies (2020)  
 Bachelor' degree (1 major) Business Information Systems (2020)  
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)  
 Bachelor's degree (2 majors) European Ethnology (2020)  
 Bachelor's degree (2 majors) Political and Social Studies (2020)  
 Bachelor's degree (2 majors) Special Education (2020)  
 Bachelor' degree (1 major) Physics (2020)

Bachelor' degree (1 major) Nanostructure Technology (2020)  
Bachelor' degree (1 major) Mathematical Physics (2020)  
Bachelor' degree (1 major) Aerospace Computer Science (2020)  
Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)  
Bachelor's degree (1 major, 1 minor) Pedagogy (2020)  
Bachelor's degree (2 majors) Pedagogy (2020)  
Bachelor' degree (1 major) Psychology (2020)