### Module title

**Event Management 2**

### Abbreviation

12-EVM2-122-m01

### Module coordinator

Dean of the Faculty of Business Management and Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Only after succ. compl. of module(s)

### (not) successfully completed

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### Duration

1 semester

### Module level

undergraduate

### Other prerequisites

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### Contents

The module "Event- und Veranstaltungsmanagement 2" ("Event Management 2") builds on module "Event- und Veranstaltungsmanagement 1" ("Event Management 1"), which acquainted students with the fundamental principles of event management. In "Event- und Veranstaltungsmanagement 2", students will mainly work on case studies and will design and implement an event. They will learn how to prepare, implement and follow up a high-profile event. To follow up the event, small groups of students will deliver presentations discussing selected areas of event management. Depending on the selected event, these presentations may focus on:

- Scheduling
- Budgeting
- Project management
- Marketing and public relations
- Staff selection and staff management
- Fundraising and sponsorship
- Cost and financial management
- Professional conditions
- Legal aspects

### Intended learning outcomes

Students have essential soft skills such as teamwork, communication skills, organizational skills and be able to reflect critically before a group the results of their work.

### Courses

(S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

(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

keinem Studiengang zugeordnet


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