

Module title		Abbreviation
Event Management 2		12-EVM2-152-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>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:</p> <ul style="list-style-type: none"> • 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 (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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Workload		
150 h		
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