<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Event Management 2</td>
<td>12-EVM2-152-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
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<tbody>
<tr>
<td>5</td>
<td>(not) successfully completed</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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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** (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's degree (1 major) Computer Science (2014)
Bachelor's degree (1 major) Computer Science (2010)
Bachelor's 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)
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) 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)
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Bachelor's degree (1 major, 1 minor) Italian Studies (2010)
Bachelor's degree (2 majors) Egyptology (2011)
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