

Course Event Management	
Course Number	4632 / 4651
Exam Number	4632 / 4651
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Luis Noschang
Prerequisites for Participation	None
Content	<p>On Event Management the students have the first introduction on the operative part of concept and production of events, an ever-growing industry.</p> <p>No matter what your background or area of interest and studies is, there is a chance that you might end up working in the event management industry, as an event manager, as a supplier, or as a client who needs an event.</p> <ul style="list-style-type: none"> - Definition of events and event management - Categorization of events - The structure of the events industry - Conceptualizing the event - The impacts of events - Events planning - Regulations and compliance (VStättVO) - Project management for events - Budget and costs - Human Resource Management for events (staffing) - Sponsoring - Media on events and events on media - Quality control - Risk management - Digital, Hybrid and virtual Events
Target Competencies	This course qualifies students to understand the industry and supply chain of events, as well as capacitate them to conceptualize,

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	<p>plan and control different types of events, from small to mega events.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	<p>Bowdin, Glenn; et. al. (2012): Events Management. (3rd Edition). (n.p.): Taylor & Francis Ltd.</p> <p>Sonder, Mark (2004): Event Entertainment and Production. (1st Edition). (n.p.): Wiley.</p> <p>Goldblatt, Joe (2014): Special Events. Creating and Sustaining a New World for Celebration (7th Edition). (n.p.): Wiley.</p> <p>Van Der Wagen, Lynn (2006): Human Resource Management for Events. Managing the Event Workforce (1st Edition). (n.p.): Routledge.</p> <p>Silvers, J. R., O'Toole, W. (2020): Risk Management for Events. (2nd Edition). (n.p.): Routledge.</p> <p>Jackson, N.; Angliss, K. (2020): A Practical Guide to Event Promotion. (n.p.): Routledge.</p> <p>Pielichaty, H.; et. al. (2016): Events Project Management. (n.p.): Routledge.</p>