

Course		Event Management
Course Number	LSF System: 4632 HISinOne System: 4651	
Exam Number	LSF System: 4632 HISinOne System: 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 	

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<p>Target Competencies</p>	<p>This course qualifies students to understand the industry and supply chain of events, as well as capacitate them to conceptualize, 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
<p>Examination and Course Achievement</p>	<p>The primary form of examination is the Project Work.</p>
<p>Basic Literature</p>	<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>