

Business Studies

Speciality in Event and Congress Management

Well-qualified employees are one of the most important contributory factors to a company's success. Specialist knowledge, soft skills and practical experience determine the level of competence and commitment in the firm. The Business Studies course in the form of a sandwich course alternating between the University of Cooperative Education and the company forms the ideal foundation: Our parallel classroom/company timetable (2½ days practical training and (minimum) two days per week in the University) ensures on-going integration in the company and introduction to practical assignments. Students become actively engaged in the firm's daily activities from early on.

The overall economic environment

Events and congresses are an important element in modern marketing communication. New trends necessitate a high degree of flexibility and professionalism in terms of advice, tender conditions and implementation of individual customer demands on the part of contractors, service providers and organisers alike.

The University of Cooperative Education prepares students by means of sophisticated, management-orientated academic study to find the latest and most effective solutions for the industry.

Course objectives

The course objectives in 3 years at the University of Cooperative Education are ambitious. As a result, we demand from our students an above-average commitment, both in the company and in the classroom, as well as exceptional interest in their specific subjects and in the overall economic context.

Primary Aims of the Course:

- to impart the knowledge necessary for an academically-based and, at the same time, practically-orientated qualification within a short period;
- the attainment of methods and soft skills, both in the theoretical part of the course, as much as in the hands-on activity;
- to enable graduates to shoulder specialist and management tasks early on.

Fields of activity

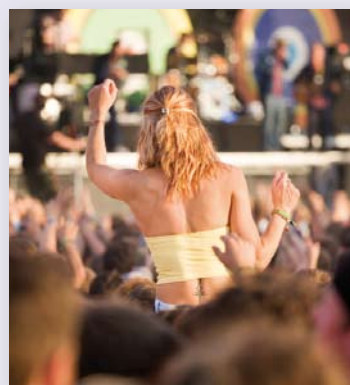
Graduates are capable, immediately after finishing the Course, of taking on positions of responsibility in:

- Marketing and Sales
- Planning and Organisation
- Event Management
- Human Resources
- Financial Controlling

Companies

The course training partners can be any of the types of company in the industry:

- Event Agencies and Organisers
- Congress Organisers and Congress Centres
- Theme Restaurants
- large companies of any kind with an Event Department
- Country Cottage Resorts and Theme Parks



Course Duration:
3 years / 6 Semesters

Academic Award:
"Diplom" (First Degree) in Business Studies from the BA. Speciality in Event and Congress Management (at present, all our academic awards are being changed over to "Bachelor" awards).

Study Locations:
Darmstadt, Heidelberg, Erfurt, Berlin, Bochum, Cologne, Munich, Hamburg

Accommodation:
We will be pleased to help you find accommodation.

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Curriculum*

Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 1			
Module: Introduction to business administration (I)	1		5
Foundations of business administration	1	30	
Financial accounting	1	30	
Module: Foundations of economics (I)	1+2		
Foundations of economics 1	1	30	
Module: Computer science	1+2		
Computer science 1	1	30	
Module: Introduction to event, congress and incentive programmes	1		6
Introduction to event, congress and incentive programmes	1	80	
Module: Law	1+2		
Foundations of civil law	1	30	
Module: Business mathematics I	1		5
Business mathematics 1	1	40	
Module: Interdisciplinary Skills I	1+2		
Preliminary English 1	1	20	
Foundations of academic method	1	20	
Theory-to-practice training I	1		5
Total semester 1		310	21
Semester 2			
Module: Business administration studies (II)	2		5
Foundations of operational decisions	2	30	
Balancing of accounts	2	30	
Module: Foundations of economics (II)	1+2		5
Foundations of economics 2	2	30	
Module: Computer science	1+2		5
Computer science 2	2	30	
Module: Planning and realization of events, congresses and incentives	2		6
Planning and realization of events, congresses and incentives	2	80	
Module: Law	1+2		4
Trade and company law	2	30	
Module: Business mathematics II	2		5
Business mathematics 2	2	40	
Module: General skills I	1+2		4
Public speaking and communication	2	20	
Preliminary English 2	2	20	
Theory-to-practice training II (with colloquium)	2	10	5
Total semester 2		320	39
Semester 3			
Module: Cost and financial management	3		6
Investment and finance	3	30	
Cost calculation	3	30	
Module: Marketing and distribution	3		4
Marketing and distribution	3	40	
Module: Management of event, congress and incentive programmes	3		6
Management of event, congress and incentive programmes	3	80	
Module: Statistics	3		7
Statistics	3	60	
Module: Economics (II)	3+4		
International economic policy	3	20	
Module: Interdisciplinary skills II	3+4		
Presentation and chairing meetings	3	20	
Vantage English 1	3	20	

Module Related course / unit	Sem.	Hours	Credits/ Module
Theory-to-practice training III (with colloquium)	3	10	5
Total semester 3		310	28
Semester 4			
Module: Corporate management I	4		6
Controlling 1	4	30	
Organisation / corporate leadership	4	40	
Management of international businesses	4	20	
Module: Marketing of event, congress and incentive programmes II	4		6
Marketing of event, congress and incentive programmes	4	80	
Module: Economics (II)	3+4		4
Finance	4	20	
Module: Interdisciplinary skills II	3+4		6
Vantage English 2	4	20	
Module: Thesis	4	10	10
Total Semester 4		220	32
Semester 5			
Module: Corporate management II	5		7
Organisation and personnel management	5	30	
Controlling 2 (planned cost calculation, other planning processes)	5	30	
Corporate ethics	5	20	
Seminar: practice firm		20	
Module: Technology of event, congress and incentive programmes	5		5
Technology of event, congress and incentive programmes		60	
Module: Compulsory elective area	5	60	5
Module: Law II	5		4
Special law in event management	5	20	
Solving practical legal problems	5	20	
Module: Interdisciplinary skills III	5+6		
Intercultural competence	5	20	
Project management	5	20	
Higher English 1	5	20	
Theory-to-practice training IV (with colloquium)	5	10	5
Total semester 5		330	26
Semester 6			
Module: External and international accounting	6		5
External accounting (consolidated accounts, international financial reporting)	6	30	
Case study and case analysis in external accounting (practical)	6	20	
Module: Compulsory elective area		60	
Module: Compulsory elective area	6	60	5
Module: Interdisciplinary skills III	5+6		7
Higher English 2	6	20	
Module: Bachelor Thesis	6	10	12
Total semester 6		200	34
Overall total		1690	180
Compulsory elective area:			
Here it is possible to choose a focus area (total 180 hours) from the following subjects: Technology for Congresses and Fairs (60 hrs.); Communications Technology (30 hrs.); Hotel Yield Management (30 hrs.); Corporate Hospitality Trends (30 hrs.); Challenges and Trends in the Fair and Event Business (30 hrs.); Market Research, Product and Product Range Policy (60 hrs.), as well as other subjects from area of Hotel and Tourism Management.			