

COURSE DESCRIPTION

EVENT MANAGEMENT

2019/2020



Europa-Wirtschaftsschulen GmbH

1090 Wien, Liechtensteinstraße 3

Tel. ++43 1 587 54 77-0

E-Mail: info@ews-wien.at



www.ews-wien.at



Introduction

Europa-Wirtschaftsschulen GmbH – EWS Vienna, located in the heart of Austria’s capital, offers you the perfect opportunity to enjoy a personalised study-programme and a stimulating extra-curricular experience in one of the world’s cultural centres.

The enrolment of international students is welcome and we are committed to their academic and personal success. EWS aims to provide an excellent learning and working environment.

This brochure has been designed to help you get started. Please do not hesitate to contact us for further questions.

We hope that you will enjoy your stay at EWS!

Address

Europa-Wirtschaftsschulen GmbH (EWS)

Liechtensteinstraße 3, A-1090 Vienna

Tel: +43 1 587 54 77-0,

Fax: +43 1 587 54 77-10

info@ews-wien.at,

www.ews-wien.at



Mission

Europa-Wirtschaftsschulen (EWS) is a private Higher Education institution, located in the picturesque city centre of Vienna, near Schottentor (U 2 subway), the Votive Church and the University of Vienna.

EWS was founded in 1964 with the mission to offer alternative paths in Higher Education for business studies, i.e. shorter, more practice- and student-oriented studies than at university, focusing on a jointly developed European curriculum by and with EWS's many European partners. It was the first European programme of its kind in Austria and the network behind it then – ESA (European Schools for Higher Education in Administration and Management) – today comprises more than 50 institutions in 16 European countries with some 40,000 graduates employed in the private and public sector in Europe. High rates of employability of ESA graduates, proficient in three languages, is the most tangible proof of this successful European network.

Over the last decades, EWS has initiated the creation of additional European educational organisations, like EMA – European Management Academy (Seat Paris). We have been active in BUSINET – Network for the Development of Business Education Programmes – since 1994. Today EWS offers successful high-quality international business studies, focusing on business administration including financial management, development of personal and professional skills, excellent foreign language training and up-to-date computer literacy. Our major aim is to prepare the students for their European employability.

FULL-TIME PROGRAMMES

EWS offers Advanced European Business Studies. These post-secondary programmes (undergraduate or first-cycle studies) are compact, practice-oriented and international with integrated studies and work placements abroad. As a competitive alternative to education at mass institutions, EWS offers personalised full-time 2- and 3-year programmes in the following key areas:

Intern. Management

Diploma	“International Management”
Duration	6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work placement(s)
Language of instruction	German, partially English in the 5th semester
Profile	The aim of this broad-based study programme is the training of assistants and junior managers for the private and public (general business) sectors as well as international organisations. The focus of the programme is a solid business administration background, interdisciplinary analysis and thinking, advanced skills in two foreign languages, computer literacy as well as training of soft skills /team-orientation, motivation, reliability, etc.)

Office Management



Diploma	European Schools for Higher Education in Administration and Management – ESA “International Administration and Management”
Duration	6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work placement(s)
Language of instruction	German, partially English in the 5th semester
Profile	The aim of this study programme is the training of multi-lingual assistants providing general management support. The focus of the programme is a solid business administration background, advanced skills in two foreign languages, computer literacy, project management, reporting, documentation, organising skills.

Event Management

Diploma	“Business Studies and Event Management”
Duration	6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s)
Language of instruction	German, partially English in the 5th semester
Profile	The aim of this study programme is the training of entrepreneurs and junior managers for the event management business and marketing/PR departments of international companies. The focus of the course is a solid business administration background, event management (including event marketing and project management), computer literacy (web-design, homepage animation, multimedia applications), advanced skills in English and preferably a second foreign language.

Real Estate Management

Diploma	“Business Studies and Real Estate Management”
Duration	6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s)
Language of instruction	German, partially English in the 5th semester
Profile	The aim of this study programme is the training of entrepreneurs and junior managers for the real estate business. The pillars of the course are a solid business administration background, knowledge of the Austrian Real estate laws combined with financial and tax know-how, advanced skills in English and preferably a second foreign language.

Students will be awarded the nationally recognised Certificate for Assistant - Real Estate Agents and Certificate for Assistant – Real Estate Administrators.

Social Media Management

Diploma	“Business Studies and Social Media Management”
Duration	6 semesters, full-time programme, including one semester abroad and a minimum of 4 months of work-placement(s)
Language of instruction	German, partially English in the 5th semester
Profile	The aim of this study programme is the training of entrepreneurs and junior managers for the social media business and marketing/PR and HR departments of international companies. The focus of the course is a solid business administration background, social media management (including social media marketing and project management), computer literacy (web-design, homepage animation, multimedia applications), advanced skills in English and preferably a second foreign language.

Study programme

EWS full-time 2- and 3-year programmes are organised as follows:

1 semester	Introduction to business topics towards the end of the semester students may choose one of the five programmes offered
2 - 4 semester	Specialisation in <ul style="list-style-type: none"> ▶▶ International Management ▶▶ Office Management ▶▶ Real Estate Management ▶▶ Event Management ▶▶ Social Media Management
5 - 6 semester	Internationalisation with studies abroad



Event Management

	ECTS Credits	Semester Hours	Semester					
			1st	2nd	3rd	4th	5th	6th
ACCOUNTING								
BUSINESS CALCULATIONS	2	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRINCIPLES OF ACCOUNTING	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCIAL ACCOUNTING	4	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GENERAL COST ACCOUNTING	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BALANCE SHEET ANALYSIS	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONTROLLING I	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STATISTICS I	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONTROLLING II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STATISTICS II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUSINESS ADMINISTRATION								
PRINCIPLES OF BUSINESS ADMINISTRATION	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS PRACTICE								
GENERAL BUSINESS INTERNSHIP	5		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL BUSINESS INTERNSHIP	5		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMUNICATIONS								
COMMUNICATION TECHNIQUES	1	9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRESENTATION TECHNIQUES	1	9	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NEGOTIATION TECHNIQUES	1	9	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPUTER SCIENCE								
PRESENTATION PROGRAMMES - MS POWERPOINT	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORD PROCESSING, MS WORD	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPREADSHEET PROGRAMMES - MS EXCEL	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DATA BASES - MS ACCESS	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDP - CASE STUDY	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HTML - CONSTRUCTION OF INTERNET PAGES	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTRO TO MULTIMEDIA	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ECONOMICS								
PRINCIPLES OF ECONOMICS	3	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCE AND INVESTMENT I	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FINANCE AND INVESTMENT II	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL ECONOMICS	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ENGLISH								
BUSINESS ENGLISH I	5	45	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH II	5	60	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH III	5	60	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH IV	5	60	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH V	5	45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUSINESS ENGLISH - INTERNATIONAL EXAM	1	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Event Management

	ECTS Credits	Semester Hours	Semester					
			1st	2nd	3rd	4th	5th	6th
EVENT MANAGEMENT								
CONGRESS MANAGEMENT	1	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EVENT MANAGEMENT	1	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LOCATION MANAGEMENT	1	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUBLIC RELATIONS AND MEDIA MANAGEMENT	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGETING	1	5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EVENT MANAGEMENT AND ADVERTISING	2	20	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRINCIPLES OF EVENT MANAGEMENT LAW	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPONSORING	1	11	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
APPLIED EVENT MANAGEMENT	3	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EVENT MANAGEMENT IN PRACTICE	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL EVENT MANAGEMENT	2	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GERMAN								
BUSINESS CORRESPONDENCE I (in German)	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GERMAN: WRITING WORKSHOP	1	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ACADEMIC WRITING	1	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS CORRESPONDENCE II (in German)	2	15	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LAW								
INTRO TO THE AUSTRIAN LEGAL SYSTEM	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PUBLIC AND PRIVATE LAW	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMMERCIAL LAW	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LABOUR AND EMPLOYMENT LAW	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TAXATION	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MANAGEMENT								
MANAGEMENT	4	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
APPLIED MANAGEMENT	4	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LABOUR, BUSINESS AND ORG. PSYCHOLOGY	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUMAN RESOURCE MANAGEMENT	1	15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL MANAGEMENT	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MARKETING								
PRINCIPLES OF MARKETING	2	15	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MARKETING-MIX	3	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA MARKETING	4	27	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL MARKETING	3	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
OFFICE MANAGEMENT								
OFFICE AND PROJECT MANAGEMENT 1	2	22	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OFFICE AND PROJECT MANAGEMENT 2	2	22	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RESEARCH								
RESEARCH - DEFENSE OF PROJECT PAPER/DIPLOMA T	1	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PROJECT PAPER	6	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Event Management

	ECTS Credits	Semester Hours	Semester					
			1st	2nd	3rd	4th	5th	6th
RESEARCH DIPLOMA THESIS	8	0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SPANISH								
SPANISH I	2	30	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH II	2	30	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH III	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH IV	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SPANISH V	2	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STUDIES ABROAD								
STUDIES ABROAD	20	> 225	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Course Description

Event Management

Course Title	Semester Hours	ECTS Credits
PRINCIPLES OF ACCOUNTING	30	3
Course Field	Code	Prerequisites
ACCOUNTING	ACC	none
Programme:	Education type:	Semester:
<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial
	<input checked="" type="checkbox"/> Lecture	
	<input checked="" type="checkbox"/> 1st	<input type="checkbox"/> 3rd
	<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th
	<input type="checkbox"/> 5th	<input type="checkbox"/> 6th
		<input checked="" type="checkbox"/> Winter Sem.
		<input type="checkbox"/> Summer Sem.

Course Objectives

The student's ability to use, analyse and prepare accounting statements and data in accordance with basic accounting practices using applicable tax laws.

Course Description

Introductory course for the non-business student to the basic principles of accounting. Introduction to the purpose and nature of accounting, financial statements, processing accounting information

Accounting Systems: General Ledger

Basics of double-entry bookkeeping

- Cash, Receivables and Temporary Investments, Inventories, Plant Assets and Intangible Assets
- Payroll, Notes Payable and other Current Liabilities

Accounting for a Merchandising Enterprise

- Purchases, Sales and Inventory, Pretax, VAT
- Adjusting entries for discounts, rebates, credits and returns

Subsidiary Ledgers

Special accounting classes, current accounts, accounting of payment transfers

Accounting for an Industrial Enterprise

Annual Statement of Accounts, (Accounting Procedure at Year End)

Depreciations, Deferrals, Closing Accounts at End of Year, Cycle for Various Types of Enterprises

Balance Sheet - Principles / Valuation

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- basic principles of accounting
- basics of double-entry bookkeeping
- accounting for a Merchandising Enterprise

Skills

Upon completion of the course, the student is able to

- understand the purpose of bookkeeping
- apply the different entries for various accounting purposes
- analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements

General competencies

Upon completion of the course, the student is able to

- analyse business documents for accounting statements
 - to evaluate the consequences of entries for the annual Statement of Accounts
 - to apply basic accounting practices using applicable tax laws
-

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. 22. Auflage 2018

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.

Attendance is mandatory.

Course Description

Event Management

Course Title

BUSINESS CALCULATIONS

Course Field

ACCOUNTING

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

30 2

Code Prerequisites

ACC none

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

To provide the student with a range of mathematical processes in practical business situations.

Course Description

This is a first-semester, introductory course to Business Math:

Percentages, discounts, profit and loss
simple interest
compound interest, present value
business calculation for the merchandising enterprise
business calculation for the industrial enterprise
foreign currency translations

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- principles in Business Math
- how to calculate percentages, discounts, profit and loss
- calculation schemes

Skills

Upon completion of the course, the student is able to

- differentiate between various calculation schemes
- execute business calculations

General competencies

Upon completion of the course, the student is able to

- apply and analyze the different forms of business calculations
- execute a range of mathematical processes in practical business situations
- to defend companies' pricing policies

Text

EWS script; exercise materials with answer key

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
Attendance is mandatory.

Course Description

Event Management

Course Title	Semester Hours	ECTS Credits		
<u>FINANCIAL ACCOUNTING</u>	30	4		
Course Field	Code	Prerequisites		
ACCOUNTING	ACC	Principles of Accounting		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar		
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input checked="" type="checkbox"/> Lecture			
	1st	3rd	5th	<input type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> Summer Sem.
	2nd	4th	6th	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

To gain a thorough understanding of intermediate financial accounting in theory and practice.

Course Description

The second part of accounting builds upon the previous semester and focuses on more advanced cases and topics in financial accounting.

Analysis of financial statements;
the recording process
adjusting entries

Special entries: transport- and delivery cost, returns, adjustment of proceeds
payment transactions incl. bills receivable and notes payable, credit cards
closing entries:
valuation of assets: current and long-term assets and liabilities and related expenses,
depreciation of fixed assets
deferred items
allocation to reserves;

Learning Outcomes

Knowledge

Upon completion of the course, the student has:

- advanced knowledge of various accounting situations
- advanced knowledge of double-entry bookkeeping
- knowledge of special and closing entries

Skills

Upon completion of the course, the student is able to

- apply and analyze the purpose of various bookkeeping cases
- to interpret the analysis of financial statements
- to plan, analyse and defend the annual financial process

General competencies

Upon completion of the course, the student is able to

- analyze business documents for accounting statements
- to evaluate the consequences of entries for the annual Statement of Accounts
- to apply annual accounting practices using applicable tax laws

Text

Einführung in die Buchhaltung im Selbststudium; Grohmann-Steiger, Schneider, facultas. wuv
Universitätsverlag
22. Auflage 2018

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.
Attendance is mandatory.

Course Description

Event Management

Course Title

GENERAL COST ACCOUNTING

Course Field

ACCOUNTING

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

30 3

Code Prerequisites

ACC Principles of Accounting

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input checked="" type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

To give the business student an overview of the importance of cost accounting to businesses.

Course Description

Introduction to the purpose and nature of accounting. This course aims to introduce the business student to the principles of cost accounting.

Definitions and terms

Introduction to cost terms, cost allocation, job order and process-costing systems;

- personnel costs
- allowance for depreciation (writeoff)
- calculatory interest
- summary operating statement

Direct costing

- breakdown of costs
 - ascertainment of optimum production- and sales programme
 - contribution margin accounting
 - price floor, critical quantities, break-even-point.
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has:

- knowledge the basic management functions of planning, decision making and control and how these are related within a business activity
- knowledge of the role and limitations of cost accounting practices in the context of other information and control systems
- knowledge of the benefits of budgeting

Skills

Upon completion of the course, the student is able to

- apply the main schemes of cost classification, costing methods, contribution analysis
- evaluate the operation of a budgetary control process and perform basic calculative analyses
- analyse the problem-solving and short-term decision-making aspects of management accounting
- apply standard costing techniques

General competencies

Upon completion of the course, the student is able to

- analyse and justify simple cases where cost accounting may contribute to making judgements and decisions
-

Text

Script by EWS; Collection of cost accounting exercises.

Evaluation

60 % written final exam, 20 % written mid term test, 20 % active participation and homework.

Attendance is mandatory.

Course Description

Event Management

Course Title

CONTROLLING I

Course Field

ACCOUNTING

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC Principles of Accounting

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Summer Sem.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		

Course Objectives

To give the student an overview of the interdisciplinary responsibilities of the controller to see that business operates in the most cost-effective way.

Course Description

Introduction and aims of controlling/management control, corporate objectives model; operational and strategic goals;

The controller: responsibilities and job description

Analysis of objectives, operational goals,

direct costing - profit center

portfolio analysis, ABC-analysis, SWOT analysis, gap analysis

treasury management

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- management control and systems used in management control
- insights into control methods and control philosophies as well as into the responsibilities of a controller

Skills

Upon completion of the course, the student is able to

- understand and describe models and methods related to reporting, communication, decision making and accountability in the management control area
- apply models and methods of management control in different business areas
- show how models and methods in management control can be used to implement organisational changes
- assess and critically reflect on different models and methods in management control
- reflect on various business positions in management control

General competencies

Upon completion of the course, the student is able to

- execute and analyze the role of a controller
 - use corporate objectives model to reach operational and strategic goals of different businesses
-

Text

script by EWS

Evaluation

60 % written final exam, 40 % active participation and homework. Attendance is mandatory.

Course Description

Event Management

Course Title

BALANCE SHEET ANALYSIS

Course Field

ACCOUNTING

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC Principles and Financial

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input checked="" type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input checked="" type="checkbox"/> Summer Sem.

Course Objectives

To provide students with a basic understanding of how to read and evaluate corporate balance sheets.

Course Description

Analysis of various balance sheets, their individual entries, profit and loss statement, annex and company's report and their meaning as a measure of a company's economic performance.

General comments on ratio analysis, uses of financial statement data and analysis, tools and techniques of financial analysis; selected ratios in detail

Discussion of various annual reports of Austrian and multinational companies.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- how to analyse various types of balance sheets
- how to understand and interpret ratios

Skills

Upon completion of the course, the student is able to

- provide a basic understanding of published financial statements and how such statements can be analysed in order to draw inferences concerning the financial situation
- understand performance and viability of an organisation
- will have an appreciation of costing and budgeting techniques and their role in the wider context of organisational control systems

General competencies

Upon completion of the course, the student is able to interpret and evaluate corporate balance sheets.

Text

Script by EWS; Annual Reports;

Evaluation

60 % written final exam, 40 % active participation and homework.

Attendance is mandatory.

Course Description

Event Management

Course Title

STATISTICS I

Course Field

ACCOUNTING

Programme:

Event

Education type:

Case Study **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

ACC none

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Enable the student to use statistical analysis and methods in his studies of business administration and management.

Course Description

This course provides an overall picture of the scope and structure of business statistics. The objective of the course is to introduce students to the basic concepts and procedures they will need to:

- evaluate such daily inputs as organisational reports and media articles and commentaries
- improve their ability to measure and cope with changing conditions both at home and on the job
- improve their ability to make better decisions over a wide range of topics

Subject matters covered:

- Introduction to business statistics
- Frequency distributions
- Measures of central tendency, measures of dispersion and skewness
- Absolute and relative probability
- Sampling, Estimation, Hypothesis testing
- Analysis of variance, time-Series analysis
- Regression and correlation analysis

Learning Outcomes

Knowledge

Upon completion of the course, the student has a good understanding of:

- elementary probability theory and its application
- the laws of probability and the use of Bayes theorem
- the concept of a statistical distribution
- the basic concepts of statistical inference
- exploratory data analysis

Skills

Upon completion of the course, the student is able to

- explain the basic concepts and select the appropriate measurements, tables and graphs to represent quantitative data in different scenarios
- understand probabilities and the way in which these link to probability theory on statistical inferences
- perform basic statistical inferences using confidence interval and significance test on common measures such as means and proportions and interpret the results
- perform simple linear regression and correlation analysis, and understand when it is appropriate to do so

General competencies

Upon completion of the course, the student is able to

- analyse business data and apply statistical methods

Text

Script, exercise materials, compilation of relevant formulas

Evaluation

Final written exam

Course Description

Event Management

Course Title

STATISTICS II

Course Field

ACCOUNTING

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

ACC Statistics I, Excel

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1st 3rd 5th **Winter Sem.**
2nd 4th 6th **Summer Sem.**

Course Objectives

This course is intended as an introduction to the analysis of empirical data gathered by students for their diploma paper. The student should easily use standard software programmes for the data analysis

Course Description

- Brief overview of selected methods of inferential statistics:
 - analysis of correlations
 - significance testing
 - t-test, chi-square-test
 - factor analysis
 - discriminant analysis
- Application of these methods on selected real-life data through the MS-EXCEL programme.

Learning Outcomes

Knowledge

Upon completion of the course, the student has a good understanding of:
- selected methods of inferential statistics - see list under Course Description

Skills

Upon completion of the course, the student is able to apply these concepts and justify the appropriate measurements, tables and graphs to represent quantitative data in different scenarios

General competencies

Upon completion of the course, the student is able
- to critically reflect and to analyse business data
- to apply selected methods of inferential statistics

Text

handouts

Evaluation

Students need to participate actively in this class (data gathering, analysis and interpretation on their own with supporting material and information by the lecturer).
One final written exam.

Course Description

Event Management

Course Title

CONTROLLING II

Course Field

ACCOUNTING

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

ACC Controlling I

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input checked="" type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

Familiarise the student with the quantitative tools of the controller;

Course Description

- Review of Controlling I
- Corporate budget
- Return-on-investment (ROI) analysis, leverage effect
- Static and time-adjusted capital budgeting
- Investment planning and investment decision
- Examples of capital budgeting and parameters
- Strategic and operative controlling
- Case studies

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced knowledge of:

- management control and systems used in management control
- the most important ratios and KPIs
- insights into control methods and control philosophies as well as into the responsibilities of a controller

Skills

Upon completion of the course, the student is able to

- critically reflect on and evaluate the effectiveness of a management control system
- relate understanding of the above learning outcomes to practical examples and work-based case-studies

General competencies

Upon completion of the course, the student is able to

- execute and analyze the role of a controller
- use and integrate the strategic and operative tools of the controller

Text

Script

Evaluation

60 % written final exam, 40 % active participation and homework.
Attendance is mandatory.

Course Description

Event Management

Course Title

PRINCIPLES OF BUSINESS ADMINISTRATION

Semester Hours ECTS Credits

30 3

Course Field

BUSINESS ADMINISTRATION

Code Prerequisites

BUS none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

To enable the student to understand current business affairs, to comment on business articles in the press, applying theoretic concepts of the course; introduction to "economic thinking".

Course Description

In this introductory course, the student is acquainted with contemporary business administration theory as a separate scientific discipline.

General concepts are discussed

- needs and wants
- goods
- markets
- legal forms of business units and criteria for the appropriate choice
liability, capital formation, access to capital markets, etc.,
- research
- cycle of production
- purchasing, warehousing, production and marketing of goods
- finance and investment.

Analysis of current Austrian and international economic events and institutions, using the daily press for discussion of appropriate articles.

Learning Outcomes

Knowledge

Upon completion of the course, the student:

- has a good understanding of fundamental areas of business administration
- gains a general overview of the different concepts of business administration

Skills

Upon completion of the course, the student is able to

- critically analyse a variety of information sources, mainly newspaper articles and apply them to construct and formulate professional arguments
- integrate existing concepts, methods and interpretations within the area of business administration

General competencies

Upon completion of the course, the student is able to

- understand current business affairs
- comment on business articles in the press, applying theoretic concepts of the course

Text

Script by EWS "Principles of Business Administration", handouts

Evaluation

Written Exam (40%) and one Oral Exam (40%); 20% active participation. Attendance is compulsory.

Course Description

Event Management

Course Title

GENERAL BUSINESS INTERNSHIP

Semester Hours ECTS Credits

5

Course Field

BUSINESS PRACTICE

Code Prerequisites

PRAC completion of 1st year

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To apply the knowledge and skills gained in the first year of the programme.

Course Description

This is the first of two compulsory general business work placements (internships), minimum duration 8 weeks full-time employment each.

Learning Outcomes

Knowledge

Upon completion of the course, the student has increased:

- the ability of subject-specific communication in the mother tongue
- business skills particularly in project and events management
- knowledge of work-flow processes
- professional knowledge in the field of information technology, applying standard software
- communicative competence, communication techniques, business language, conducting conversations, meetings and negotiations, transfer of information and data, job-specific vocabulary and structures to relate academic theory to the work environment

Skills

Upon completion of the course, the student is able to apply work related skills.

General competencies

Upon completion of the course, the student is able to

- critically evaluate their learning from the placement
 - enhance career knowledge
 - plan, execute, evaluate and report on a real-life project.
-

Text

Evaluation

A written confirmation from the work placement provider must be turned in to EWS. Students have to hand in a written report.

Course Description

Event Management

Course Title

INTERNATIONAL BUSINESS INTERNSHIP

Semester Hours ECTS Credits

5

Course Field

BUSINESS PRACTICE

Code Prerequisites

PRAC completion of 2nd year

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Application of general business skills in a different business environment; improvement of the second foreign language, experience of a new cultural environment.

Course Description

This is the second work placement (internship), which is compulsory for the three-year programmes of EWS. It is strongly recommended that this second work placement take place abroad, anywhere within the EU or even outside. Students should choose an English-speaking country if their language skills in English still need some improvement; otherwise, students should choose a country of their second foreign language - primarily Spanish or French - in order to improve the learning of this second foreign language. This internship may be combined with an intensive language class in the country.

Learning Outcomes

Knowledge

Upon completion of the course, the student has increased:

- the ability of subject-specific communication in the mother tongue and/or in at least own foreign languages
- business skills particularly in project and events management
- knowledge of work-flow processes
- professional knowledge in the field of information technology, applying standard software
- communicative competence, communication techniques, business language, conducting conversations, meetings and negotiations, transfer of information and data, job-specific vocabulary and structures to relate academic theory to the work environment

Skills

Upon completion of the course, the student is able to apply work related skills in a business environment.

General competencies

Upon completion of the course, the student is able to

- critically evaluate the learning from the placement
 - enhance career knowledge
 - plan, execute, evaluate and report on a national/international real-life project.
-

Text

Evaluation

Detailed evaluation of the work placement provider and written student report.

Internships abroad will mostly be supported by EU-funds from the ERASMUS+ programme, which requires close monitoring of the student's progress.

Course Description

Event Management

Course Title

COMMUNICATION TECHNIQUES

Course Field

COMMUNICATIONS

Programme:

Event

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester Hours ECTS Credits

9

1

Code

COM

Prerequisites

none

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Development of skills like perception, speaking, language and listening

Instructional Methodology: moderation, discussions, lectures, one-on-one and group exercises, role playing with video analysis

Course Description

Introductory overview of the subject speech communication; the course focuses on the practical side as it applies to business settings.

In small groups of students, the framework and criteria for positive, effective communication are discussed.

Principles of speech communication (contents and structure)

rules for successful argumentation

active listening, correct presentation of facts

verbal and non-verbal communication

negotiating (opening of a talk, goal-oriented argumentation, handling objections,

positive conclusions, etc)

mastering of criticism

practice-oriented analysis of one's own strengths and weaknesses through video- and feedback exercises.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of speech communication

- different communication models

- a clear argumentation strategy

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations

- apply the framework of communication techniques like perception, speaking, language and listening to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of positive, effective communication

- use successful negotiation techniques

- master criticism

Text

Handouts

Evaluation

Attendance and participation 100%

Course Description

Event Management

Course Title

PRESENTATION TECHNIQUES

Course Field

COMMUNICATIONS

Semester Hours ECTS Credits

9 1

Code Prerequisites

COM Speech Communication

Programme:

Event

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

To improve the student's communicative competence in various business settings and to stress the importance of a professional appearance. The goal is to present ideas, services and products but also oneself in an interesting and clear manner.

Course Description

A skills approach to effective presentation.

Students prepare and deliver original presentations
focus is on posture, gestures, eye-contact, speech, dress, use of technical aids
such as flip chart, computer-assisted presentations using the
PowerPoint programme

Structure of a presentation

Presentation of abstract contents - how to visualise, effective use of media

Presentation of concrete presentation tasks within the personal working environment -
video-analysis of at least one presentation.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of presentation techniques
- using different forms of visuals
- a clear argumentation strategy

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations
- apply the framework of presentation techniques, focusing on posture, gestures, eye-contact, speech, dress, use of technical aids, to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of presentation methods
- use successful presentation techniques
- execute a professional business presentation

Text

Handouts

Evaluation

Presentations during seminar.

Course Description

Event Management

Course Title

NEGOTIATION TECHNIQUES

Course Field

COMMUNICATIONS

Semester Hours ECTS Credits

9 1

Code Prerequisites

COM none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Students will master different situations in business by applying various communication techniques

Course Description

Rhetorics
Creative thinking
negotiation techniques
interview techniques
conflict management

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of how to apply:

- principles of negotiation techniques
- using different negotiation strategies
- successful conflict management

Skills

Upon completion of the course, the student is able to

- react flexibly in different business situations
- apply the framework of negotiation techniques, focusing on different interview techniques and conflict management methods, to business settings

General competencies

Upon completion of the course, the student is able to

- use different forms of negotiation methods
 - successfully use negotiation techniques
 - execute a professional meeting
-

Text

Handouts

Evaluation

Class participation

Course Description

Event Management

Course Title

WORD PROCESSING, MS WORD

Course Field

COMPUTER SCIENCE

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS Credits**

15 2

Code **Prerequisites**

CSC none

Semester:

<input checked="" type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input checked="" type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

To provide the students with a thorough knowledge and understanding of the most important operating systems (Windows) in current use for personal computers, to let him install and use confidently a computer programme. Ability to use a current word processing programme.

Course Description

WORD PROCESSING

input typing, text revision, search and replace; review of instruction manual; formatting/layout of document applications, tabs, tables, page formatting, line drawing, positioning of text and graphics, shortcut keys, glossaries, styles, headers/footers, merge documents, data merge letters

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to word processing applications that can be used to produce complex documents, enhance outputs, improve productivity, and save time

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Event Management

Course Title

PRESENTATION PROGRAMMES - MS POWERPOINT

Semester Hours ECTS Credits

15 1

Course Field

COMPUTER SCIENCE

Code Prerequisites

CSC none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Students are able to draft and demonstrate an individually created animated presentation.

Course Description

- Create transparencies for presentation using the graphics programme POWERPOINT,
- Creating and modifying objects and their properties,
- Construction of difficult figures out of basic objects,
- Copying & duplication of objects,
- Group function,
- Text-based slides,
- Add cliparts and drawings to existing texts,
- Draw organisational charts,
- Charting function;
- Preparation of a set of transparencies for a complete presentation (transition effects, animations),
- Hyperlinks within a presentation.

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to demonstrating competence in using presentation software

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Event Management

Course Title

SPREADSHEET PROGRAMMES - MS EXCEL

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 2nd semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To enable students to work with spreadsheet programmes confidently

Course Description

This is a second semester computing course

SPREADSHEETS (EXCEL)

Create or load a spreadsheet from backing store and use the command facilities to enter, delete, replace, copy data and change format; create and use formulae; Mathematical functions; Create, edit, print business graphics/charts; transfer spreadsheets or graphics to and from other programmes.

Emphasis will be on solving a variety of business problems using spreadsheets but also on applying the full scope of spreadsheet programmes' functions to a variety of business problems within a given time frame. The student will learn to import data into various spreadsheets and to combine this information as needed, e.g. in a profit and loss statement.

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to understanding the concept of spreadsheets and demonstrating an ability to use a spreadsheet to produce accurate work outputs

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Script with examples.

Evaluation

Final exam

Course Description

Event Management

Course Title

DATA BASES - MS ACCESS

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 3rd semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

- to acquire good database management skills

Course Description

DATA BASE (MS-ACCESS)

main features of the ACCESS database package are covered - create, edit, sort, search, load, save, browse, delete, print, query, generating forms, reports and labels, linkage to spreadsheets, transfer data to and from other programmes.

Case Study:

solving a concrete problem of information processing for selected companies/organisations (e.g. video shop, library, company database)

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to understanding the concept of a database and to demonstrating competence in using database software.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations.

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme.

Text

Script with examples.

Evaluation

Final exam

Course Description

Event Management

Course Title

EDP - CASE STUDY

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

15 2

Code Prerequisites

CSC 4th semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

To give the students the possibility to demonstrate their IT literacy.

Course Description

Case studies in IT using all MS Office programmes learned so far

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to demonstrating competence in using various software programmes, combining the learned MS Office Programmes in semester 1- 3.

Skills

Upon completion of the course, the student is able to use software programmes in an efficient and professional way for many business situations.

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programmes.

Text

Handouts

Evaluation

Final exam

Course Description

Event Management

Course Title

HTML - CONSTRUCTION OF INTERNET PAGES

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

15 1

Code Prerequisites

CSC 4th semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

<input checked="" type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input checked="" type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input checked="" type="checkbox"/> Summer Sem.

Course Objectives

Effective use of the information tool internet for various business purposes

Course Description

- Introduction to hypertext philosophy
- HTML - hypertext markup language:
commands to format texts,
to structure pages, frames, hyperlinks,
positioning in WWW (search engines),
based on practical examples from business and tourism
(manufacturing, trade, services) presentation strategies and -trends will be researched.

The case-study method is used to have each student prepare his/her own site on a given topic.

Project work within this course.

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to the ability to understand key web publishing concepts and to create, upload and maintain a static web site.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Handouts

Evaluation

Final exam

Course Description

Event Management

Course Title

INTRO TO MULTIMEDIA

Course Field

COMPUTER SCIENCE

Semester Hours ECTS Credits

30 2

Code Prerequisites

CSC 5th semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To give the students an introduction to image editing and web-design.

Course Description

WEB-DESIGN:

- Creation of an Internet-Page
- Levels, motion, source
- Drag and roll over effects

IMAGE EDITING.

- Introduction to picture editing programmes
 - Tools
 - Pallets
 - Principles of picture editing
 - Colours
 - Choices
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has advanced skills relating to the ability to understand key web publishing concepts and to create, upload and maintain a dynamic web site using up-to-date online-tools.

Skills

Upon completion of the course, the student is able to use the software programme in an efficient and professional way for many business situations

General competencies

Upon completion of the course, the student is a competent user of the above-mentioned software programme

Text

Handouts

Evaluation

90% project, 10% participation

Course Description

Event Management

Course Title	Semester Hours	ECTS Credits		
PRINCIPLES OF ECONOMICS	30	3		
Course Field	Code	Prerequisites		
ECONOMICS	ECO	none		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar		
	<input type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input checked="" type="checkbox"/> Lecture			
	1st	3rd	5th	<input checked="" type="checkbox"/> Winter Sem.
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Summer Sem.
	2nd	4th	6th	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

To give the student a sound basic understanding of contemporary macro-economic theory and relevant, current articles from the press.

Course Description

This introduction to macro-economics focuses on

A) Introduction - the subject of macroeconomics: Needs, goods, exchange, opportunity costs, the tasks of economics

B) Price Formation and the Market: demand, supply and elasticity; market equilibrium, competition, monopoly and other market forms, market functions, market failure; the role of the state

C) Economic History: Antiquity, the Middle Ages, classic and neoclassic economic thought, modern theories: Keynes, Schumpeter, post-Keynsianism, Milton Friedman and monetarism, supply side economics.

D) The business cycle and income

E) Money: money, credit system, prices, currency, the exchange rate, the Euro

The student considers the interaction between government and various branches of the national economy and what major tools (monetary and fiscal policy) the state has at its disposal to affect economic life. The course is geared to encourage students to discuss current macro-economic affairs in class.

Learning Outcomes

Knowledge - Upon completion of the course, the student has knowledge of

- the entire economy in terms of the total amount of goods and services produced, total income earned, the level of employment of productive resources, and the general behaviour of prices as well as the principles of economic policy

- the role of monetary institutions, focusing on the Central Banks

Skills - Upon completion of the course, the student is able to

- demonstrate knowledge of the laws of supply and demand and equilibrium

- apply the supply and demand model to analyze responses of markets to external events

- explain the concepts of gross domestic product, inflation and unemployment, and how they are measured

- explain the circular flow model, use the concepts of aggregate demand and supply to analyse the response of the economy to disturbances.

- describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions

- define fiscal and monetary policies and how these affect the economy

- identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy.

General competencies - Upon completion of the course, the student is able to understand contemporary macro-economic theory and

relevant, current articles from the press

Text

Volkswirtschaft by Lichowski, Loidolt, Föger, Verlag hpt - Hölder-Pichler-Tempsky GmbH, Wien 2014

Evaluation

Final written exam

Course Description

Event Management

Course Title

FINANCE AND INVESTMENT I

Course Field

ECONOMICS

Semester Hours ECTS Credits

30 2

Code Prerequisites

ECO 2nd year standing/Accounting

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To provide a basic understanding of the complex world of financing and investment.

Course Description

This intensive course provides an in-depth view of financing and investment instruments, with particular attention on the stock exchange.

Analysis of the most important types of financing - equity and debt financing - equity capital, loan capital, financing through depreciation; short- and long-term credit financing, loans, collateral security, etc. - for individuals, public and private companies
Leverage effect

Aspects of creditworthiness;
Leasing, factoring, forfeiting, commercial credit
Investment planning and calculations.

Securities: stocks, bonds, options, derivative instruments.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge

- to develop portfolio strategies for individual and institutional investors
- to analyze companies for investment purposes
- to recommend adequate forms of investment and financial instruments, focusing on the stock exchange

Skills

Upon completion of the course, the student is able to

- list given types of financial instruments and explain how they work in detail
- contrast key characteristics of given financial instruments
- relate key facts of the managed fund industry
- explain the fundamental drivers of diversification as an investment strategy for investors
- competently identify established risk management techniques used

General competencies

Upon completion of the course, the student is able to understand the complex world of financing and investment.

Text

ALLGEM. BETRIEBSWIRTSCHAFTSLEHRE, Thommen/Achleitner, published by Gabler, Wiesbaden/Germany, 8th edition, 2016.

Other basic literature

Evaluation

Two written exams - midterm and final exam; participation

Course Description

Event Management

Course Title

FINANCE AND INVESTMENT II

Course Field

ECONOMICS

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

15 2

Code Prerequisites

ECO 3rd year standing/Accounting

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input checked="" type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

Students learn about specific topics of finance and investment - workshop

Course Description

- specific topics of finance and investment
 - presentation of finance and stock market topics
 - debt/equity financing
 - mezzanine capital
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has enhanced knowledge

- to develop portfolio strategies for individual and institutional investors
- to analyze companies for investment purposes
- to recommend adequate forms of investment and financial instruments, focusing on the stock exchange

Skills

Upon completion of the course, the student is able to

- list given types of financial instruments and explain how they work in detail
- contrast key characteristics of given financial instruments
- relate key facts of the managed fund industry
- explain the fundamental drivers of diversification as an investment strategy for investors
- competently identify established risk management techniques used

General competencies

Upon completion of the course, the student is able to

- apply and analyse the complex world of financing and investment
 - recommend various forms of finance and investment
-

Text

Handouts

Evaluation

40 % presentation
60 % written exam

Course Description

Event Management

Course Title

INTERNATIONAL ECONOMICS

Course Field

ECONOMICS

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS Credits**

15 2

Code **Prerequisites**

ECO 5th semester standing

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1st	3rd	5th	Winter Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2nd	4th	6th	Summer Sem.

Course Objectives

Discussion of current topics in international affairs

Course Description

Students will prepare, discuss and, when appropriate, present current topics in international economics; they will actively shape the discussion and may suggest topics for presentation and debate

the focus will be on analysing a given issue, looking at the pros and cons, and give a structured presentation of one's personal view on a given topic

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge to:

- prepare current topics in international economics for discussions and presentations
- analyse business-related topics
- define the pros and cons
- give recommendations for business solutions

Skills

Upon completion of the course, the student is able to

- lead professional debates in Business English
- analyze complex business data to draft oral and written business reports
- negotiate and recommend business strategies

General competencies

Upon completion of the course, the student is able to professionally lead discussions and business debates on complex international business affairs

Text

hand-outs - original source material from The Economist, Financial Times, Time, Newsweek, etc.
Business English dictionary; it is expected that students read a business newspaper/magazine on a regular basis

Evaluation

Class participation and attendance: 35 %

Written exercises (in class): 25 %

Final presentation: 40 %

Course Description

Event Management

Course Title

BUSINESS ENGLISH I

Course Field

ENGLISH

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

45 5

Code Prerequisites

ENG Placement Test

Semester:

<input checked="" type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input checked="" type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

Confident communication (oral and written) in English and expansion of Business English terminology, embedded in authentic material and case studies.

Course Description

The objective of this course is to familiarize students with basic Business English focusing on oral and written skills as well as business terminology.

Contents of first semester:

- Discussion of the business environment including organization, types of businesses and business activity.
- Development of Business English vocabulary using real-life situations.
- In-depth analysis of and dialogue about business case studies.
- Expressing and asking for opinions, agreeing and disagreeing.
- Use of diplomatic language: expressing oneself appropriately.
- English for emailing and telephoning.
- Review of language skills including grammar, pronunciation, speaking, reading, listening and writing.
- Business Proficiency; Chaps. 1 - 3;
- writing skills: CV writing, motivation letter

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Ashford, Smith. Business Proficiency, Klett 2017

Optional Recommended Readings:

- Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
- English language newspapers and magazines, such as Financial Times, Wall Street Journal, The Economist, Business Spotlight, Media: CNN, BBC

Evaluation

Class participation and attendance: 40 %

Homework assignments: 30 %

Quizzes: 30 %

TOTAL: 100 %
EWS Vienna, 2019/20

Course Description

Event Management

Course Title

BUSINESS ENGLISH II

Course Field

ENGLISH

Semester Hours ECTS Credits

60

5

Code Prerequisites

ENG 2nd semester standing

Programme:

Event

Education type:

Case Study

Seminar

Exercise

Tutorial

Lecture

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Confident communication (oral and written) in English and expansion of Business English terminology, embedded in authentic material and case studies.

Course Description

The objective of this course is to familiarize students with basic Business English focusing on oral and written skills as well as business terminology.

Contents of second semester:

- Discussion of the business environment focusing on marketing.
- Development of Business English vocabulary using real-life situations.
- In-depth analysis of and dialogue about business case studies.
- Expressing and asking for opinions, agreeing and disagreeing.
- Use of diplomatic language: expressing oneself appropriately.
- English for business correspondence, emailing and telephoning.
- Business Proficiency; Chaps. 4 - 6;
- writing skills: business letters (inquiries, offers)

Apart from covering the above-mentioned chapters, current business articles will supplement the course, keeping up with the latest business developments

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Ashford, Smith. Business Proficiency, Klett 2017

Optional Recommended Readings:

- Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
- English language newspapers and magazines, such as Financial Times, Wall Street Journal, The Economist, Business Spotlight, Media: CNN, BBC

Evaluation

Class participation and attendance: 40 %, Homework assignments: 30 %, Quizzes: 30 %

TOTAL: 100 %

Course Description

Event Management

Course Title

BUSINESS ENGLISH III

Course Field

ENGLISH

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

60 5

Code Prerequisites

ENG 3rd semester standing

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input checked="" type="checkbox"/>	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

Using common themes in HR management, production, international aspects, the course provides the practical reading, speaking, listening and writing skills necessary for people who need English for working in business. It also contains a wide range of essential business vocabulary and grammar.

Course Description

In the third semester of this subject area, we will cover the following topics:

Clear understanding of the key principles of HR management, production, international aspects and confident oral and written English communication skills including:

- Writing memoranda, emails, reports and proposals
- Oral presentation of reports, proposals and visuals at meetings
- Effective listening/comprehension techniques
- Conducting negotiations and participating in meetings
- Business Proficiency; Chaps. 7-11;
- writing skills: advanced business letters (complaints)

The above-mentioned topics will be supplemented by current business articles, where appropriate.

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least B 2/C 1 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Class Handouts

- Ashford, Smith. Business Proficiency, Klett 2017

Optional Recommended Reading:

- Brook-Hart, Guy. Cambridge Business Benchmark Advanced, Student's Book
- Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
- English language publications: The Economist, Financial Times, Wall Street Journal,

Evaluation

Class participation and attendance: 20 %

Written exercises: 30 %

Quizzes: 50 %

Course Description

Event Management

Course Title

BUSINESS ENGLISH IV

Course Field

ENGLISH

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

60 5

Code Prerequisites

ENG 4th semester standing

Semester:

- | | | | |
|-------------------------------------|--|-------------------------------------|--|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> 2nd | <input checked="" type="checkbox"/> 4th | <input type="checkbox"/> 6th | <input checked="" type="checkbox"/> Summer Sem. |

Course Objectives

Using common themes in business finance, organization and management, the course provides the practical reading, speaking, listening and writing skills necessary for people who need English for working in business. It also contains a wide range of essential business vocabulary and grammar.

Course Description

In the fourth semester of this subject area, we will cover the following topics:

Clear understanding of the key principles of business finance, organization and management and confident oral and written English communication skills including:

- Writing memoranda, emails, reports and proposals
- Oral presentation of reports, proposals and visuals at meetings
- Effective listening/comprehension techniques
- Conducting negotiations and participating in 12-166-9, 17-20
- writing skills: business letters (orders, invoices)

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading, writing and oral skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar
- understand complex dialogues on various business topics

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Class Handouts

- Ashford, Smith. Business Proficiency, Klett 2017

Optional Recommended Reading:

- Brook-Hart, Guy. Cambridge Business Benchmark Advanced, Student's Book
- Murphy, Raymond. English Grammar in Use Intermediate. Cambridge: CUP, 2012.
- English language publications: The Economist, Financial Times, Wall Street Journal,

Evaluation

Class participation and attendance: 20 %

Written exercises: 30 %

Quizzes: 50 %

Course Description

Event Management

Course Title	Semester Hours	ECTS Credits		
BUSINESS ENGLISH V	45	5		
Course Field	Code	Prerequisites		
ENGLISH	ENG	3rd year standing		
Programme:	Education type:	Semester:		
<input checked="" type="checkbox"/> Event	<input type="checkbox"/> Case Study	<input type="checkbox"/> Seminar		
	<input checked="" type="checkbox"/> Exercise	<input type="checkbox"/> Tutorial		
	<input type="checkbox"/> Lecture			
	1st	3rd	5th	<input checked="" type="checkbox"/> Winter Sem.
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/> Summer Sem.
	2nd	4th	6th	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Confident and accurate written communication in English focusing on the key forms of business communication: emails, letters, memoranda, reports and proposals.

Course Description

Development of advanced business writing skills - report writing, group projects; case studies;

preparation for the final diploma exam - presentation of current business topics, advanced listening comprehension,

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations

- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading, oral and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics

- prepare and deliver short individual and group presentations in English on business related topics

- read, summarize and discuss newspaper articles on business related topics

- have a working knowledge of business words and phrases and a good command of English grammar

- understand complex dialogues on various business topics

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Handouts

Evaluation

Class participation and attendance: 20 %

In-class written exercises: 40 %

Take-home written exercises: 40 %

Course Description

Event Management

Course Title

BUSINESS ENGLISH - INTERNATIONAL EXAM

Course Field

ENGLISH

Programme:

Event

Education type:

- Case Study Seminar
 Exercise Tutorial
 Lecture

Semester Hours ECTS Credits

0 1

Code Prerequisites

ENG 3rd year standing

Semester:

1st 3rd 5th Winter Sem.
 2nd 4th 6th Summer Sem.

Course Objectives

Final international diploma exam

Course Description

Final international diploma exam - presentation of current business topics, advanced listening comprehension,

Learning Outcomes

Knowledge

Upon completion of the course, the student

- understands how the English language is used in written communication and in various business situations such as meetings and presentations
- demonstrates a level of general English competence equivalent to at least C 1 on the Common European Framework with respect to reading and writing skills

Skills

Upon completion of the course, the student is able to

- write standard business letters, emails, memos and summaries in English on business related topics
- prepare and deliver short individual and group presentations in English on business related topics
- read, summarize and discuss newspaper articles on business related topics
- have a working knowledge of business words and phrases and a good command of English grammar

General competencies

Upon completion of the course, the student is able to communicate effectively in English, both orally and in writing, on business related topics

Text

Evaluation

international oral diploma exam

Course Description

Event Management

Course Title

LOCATION MANAGEMENT

Course Field

EVENT MANAGEMENT

Semester Hours ECTS Credits

15 1

Code Prerequisites

EVENT none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Introduction to the main aspects of finding a suitable event location

Course Description

- Tasks of Location Management
- Principles of Location Management
- Target groups of Location Management
- Briefing for the Location
- Event logistics
- Safety regulations for event locations
- Working with checklists
- Hotel categories
- General suitability of locations

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of the classification of different types of event locations for specific needs

Skills

Upon completion of the course, the student is able to

- identify the suitability of different event locations
- recommend the ideal event location for specific events
- analyze the needs of an event organiser in regard to the location decision

General competencies

Upon completion of the course, the student is able to find and justify the selection of a suitable event location.

Text

Handouts

Evaluation

Final oral exam

Course Description

Event Management

Course Title

CONGRESS MANAGEMENT

Course Field

EVENT MANAGEMENT

Semester Hours ECTS Credits

15 1

Code Prerequisites

EVENT none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

Theoretical and practical training for finding management solutions to typical problems in the event business area with regard to congresses and conferences.

Course Description

During the course students are expected to:

- differentiate between the various requirements and characteristics of congresses and fairs
- identify options available in the marketing of events and official functions
- be in a position to undertake the acquisition, budgeting, scheduling and ex post analysis of a congress
- know the significance of trade fairs as a marketing instrument
- discuss the prospect of sponsoring as an instrument in corporate policy

Subject matter:

Forms of and reasons for congresses and trade fairs

Marketing and management of congresses as a form of business networking

Marketing of events and official functions

Trade fairs, exhibitors, interests and meaning

Sponsoring from the point of view of the sponsor and of the sponsored

Promotion, PR, press conferences

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of:

- the different forms of and reasons for congresses and trade fairs
- the marketing and management of congresses
- different forms of sponsoring, promotion, PR, press conferences

Skills

Upon completion of the course, the student is able to

- explain the complexity and wide-ranging scope, role and purposes served by international conferences and the key players involved in this industry.
- discuss the possible future trends and developments in the international conference sector.
- demonstrate a comprehensive knowledge of the details involved in planning and designing an international conference, including the management of resources, budgets and time.
- discuss the economic, social, political and environmental effects of international conferences on a host destination.
- analyse the role played by promotion, advertising, public relations and sponsorship in marketing international conferences

General competencies

Upon completion of the course, the student is able to plan, budget, administer and organise congresses and conferences.

Text

Handouts

Evaluation

Final exam

Course Description

Event Management

Course Title

PUBLIC RELATIONS AND MEDIA MANAGEMENT

Semester Hours ECTS Credits

30 2

Course Field

EVENT MANAGEMENT

Code Prerequisites

EVENT none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**
2nd 4th 6th **Summer Sem.**

Course Objectives

Students get a first impression of the Austrian media market and learn about principles of media management and of media businesses for using this knowledge for events.

Course Description

This lecture combines theory and practice. Students will learn about the different forms of PR and how to efficiently use the modern mass media to assist the organisation of events:

- The journalist and his stories
- Media management - media communication - the Austrian media market
- Investigation, news, news agencies
- Media management
information society,
dimensions of media comm.,
print media in Austria and Germany
- Reports and reportages
- Public Relations
- Formate Radio
- TV Magazines
- Press conferences

Learning Outcomes

Knowledge

Upon completion of the course, the student has a knowledge of:

- the planning of public relations activities
- the concepts and practices of public relations, marketing, advertising, publicity, public information and propaganda
- key PR terms: publics, reputation, relationships, media relations, newsworthy, dialogue, mutual understanding, social responsibility, evaluation and communication

Skills

Upon completion of the course, the student is able to

- implement the different forms of PR
- efficiently use the modern mass media
- write and place a news release, a blog post or tweet (micro-blog).

General competencies

Upon completion of the course, the student is able to

- use the Austrian media market to promote an event
- implement the principles of media management and PR concepts
- create media attention for business purposes

Text

Handouts

Evaluation

Final written exam

Course Description

Event Management

Course Title

SPONSORING

Course Field

EVENT MANAGEMENT

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS** **Credits**

11 1

Code **Prerequisites**

EVENT 3rd semester standing

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Winter Sem.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Summer Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Course Objectives

Get a hands-on knowledge of organising funds.

Course Description

Fundraising and the different forms of sponsorship will be the key topics of this lecture.

Students will learn how to organise events with a low or no budget by using negotiation techniques to find sponsorship.

Practical exercises - draft of a sponsoring concept

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of fundraising and the different forms of sponsorship.

Skills

Upon completion of the course, the student is able to

- understand, analyze and apply sponsorship strategies
- integrate qualitative and quantitative analysis and diagnostic tools for market research to find sponsors.
- convert ideas/business in the current sponsorship market
- analyse and evaluate current strategies in sponsorship

General competencies

Upon completion of the course, the student is able to organise sponsorships and funds.

Text

Handouts

Evaluation

Final oral exam

Course Description

Event Management

Course Title

PRINCIPLES OF EVENT MANAGEMENT LAW

Semester Hours ECTS Credits

15 1

Course Field

EVENT MANAGEMENT

Code Prerequisites

EVENT Event Man 1

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**
 Summer Sem.
2nd 4th 6th

Course Objectives

Knowledge of legal aspects of event business situations

Course Description

This lecture shall give an overview of the legal side of events, starting with the initial planning process and contracting phase (for venues, staff, accommodation, etc.) to the realisation and post-event aspects.

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of the legal structure for, and laws relating to, event management in Austria

Skills

Upon completion of the course, the student is able to

- apply the laws, regulations, health and safety rules for the planning process and the organisation of an event
- deal with local authorities for the approval of an event

General competencies

Upon completion of the course, the student is able to understand and master the legal pitfalls of event business situations.

Text

Handouts,

Professionelles Eventmarketing und -management, 2014,

Andreas Hladky, Dr. Klaus Vögl, WKO, Fachverb. Freizeit- und Sportbetriebe

Evaluation

Final written exam

Course Description

Event Management

Course Title

EVENT MANAGEMENT AND ADVERTISING

Course Field

EVENT MANAGEMENT

Semester Hours ECTS Credits

20 2

Code Prerequisites

EVENT Event Man 1

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st **3rd** **5th** **Winter Sem.**

2nd **4th** **6th** **Summer Sem.**

Course Objectives

Advanced knowledge on event management and marketing, focusing on international aspects and advertising

Course Description

This lecture will enhance the students' knowledge of the management and marketing of events. A second focus will be put on the principles of advertising.

- the briefing - content, how to find ideas, incl. Practical exercises
- the concept - content incl. Practical exercises
- event marketing
- advertising in the field of events
- branding, use of advertising material, theory and practice, branding plan, promotion

Learning Outcomes

Knowledge

Upon completion of the course, the student has an enhanced understanding of

- event management and the marketing of events
- how to create an event that achieves specific objectives for the host/client
- the planning process that incorporates budgeting, project management, communication and evaluation tools.
- the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- the role of the planner on site at the event, and the mindset necessary to execute successful event coordination

Skills

Upon completion of the course, the student is able to

- analyse and evaluate event management models and theories
- explain the systematic planning, procedures and processes required in event management
- apply evidence based knowledge to plan, organise and deliver an event
- identify the various event career opportunities
- plan advertising in the field of events

General competencies

Upon completion of the course, the student is able to execute, analyze and evaluate the necessary steps to create a successful event.

Text

Handouts,

Professionelles Eventmarketing und -management, 2014,
Andreas Hladky, Dr. Klaus Vögl, WKO, Fachverb. Freizeit- und Sportbetriebe

Evaluation

Final oral exam

Course Description

Event Management

Course Title

BUDGETING

Course Field

EVENT MANAGEMENT

Semester Hours ECTS Credits

5 1

Code Prerequisites

EVENT Cost accounting

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

Students will learn how to calculate events to break even and to make a profit.

Course Description

This lecture focuses on the various forms of calculations for events, e.g.

- venues, locations, hotels, etc.
- congress budgeting
- catering
- social programmes
- testimonials and stars
- advertising and give-aways

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the purpose of a budget in an event management context
- how to identify the various types of budget that may be used for events
- how to analyze all aspects of the event budgeting process
- the importance of cash flow considerations and how they should be addressed
- the key aspects of costing and estimating in the development of an event budget.

Skills

Upon completion of the course, the student is able to

- to calculate events to break even
- make a profit
- analyze and evaluate event budgets for future event plans

General competencies

Upon completion of the course, the student is able to calculate event budgets.

Text

EWS script; Handouts

Evaluation

Final written exam

Course Description

Event Management

Course Title

APPLIED EVENT MANAGEMENT

Course Field

EVENT MANAGEMENT

Programme:

Event

Education type:

Case Study **Seminar**

Exercise

Tutorial

Lecture

Semester Hours ECTS Credits

15 3

Code Prerequisites

EVENT 4th semester standing

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> Summer Sem.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

Organisation of an event in practice focusing on various aspects

Course Description

Students will organise an event (fair, conference, meeting, ball,).

This lecture combines tutoring by experts and independent group work.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of integrating various event management concepts and methods.

Skills

Upon completion of the course, the student is able to

- plan, organise and execute events
- analyse and solve event case studies

General competencies

Upon completion of the course, the student is able to

- master real-life event scenarios
- integrate various areas of event management in an event draft
- analyse and evaluate event management concepts

Text

Handouts,

Professionelles Eventmarketing und -management, 2014,
Andreas Hladky, Dr. Klaus Vögl, WKO, Fachverb. Freizeit- und Sportbetriebe

Evaluation

Evaluation of realisation of case studies and of written concepts; presentation of the concepts.

Course Description

Event Management

Course Title

EVENT MANAGEMENT IN PRACTICE

Course Field

EVENT MANAGEMENT

Programme:

Event

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester Hours ECTS Credits

15

2

Code Prerequisites

EVENT 4th semester standing

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Students get an overview of the job possibilities in the event businesses.

Course Description

Excursions to different events and event locations

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of different event concepts and methods.

Skills

Upon completion of the course, the student is able to

- plan, organise and execute events
- analyse and solve event case studies

General competencies

Upon completion of the course, the student is able to

- master real-life event scenarios
- integrate various areas of event management in an event draft
- analyse and evaluate event management concepts

Text

Handouts,

Professionelles Eventmarketing und -management, 2014,

Andreas Hladky, Dr. Klaus Vögl, WKO, Fachverb. Freizeit- und Sportbetriebe

Evaluation

Presentation

Course Description

Event Management

Course Title

INTERNATIONAL EVENT MANAGEMENT

Course Field

EVENT MANAGEMENT

Semester Hours ECTS Credits

15 2

Code Prerequisites

EVENT 5th semester standing

Programme:

Event

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Organisation of an international event in practice focusing on various aspects

Course Description

Students will organise an international event. This lecture combines tutoring by experts and independent group work.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of integrating various event management concepts and methods. The focus is on international events, using English as a working language.

Skills

Upon completion of the course, the student is able to

- plan, organise and execute events
- analyse and solve event case studies

General competencies

Upon completion of the course, the student is able to

- master real-life event scenarios
- integrate various areas of event management in an event draft
- analyse and evaluate event management concepts

Text

Handouts,

Professionelles Eventmarketing und -management, 2014,
Andreas Hladky, Dr. Klaus Vögl, WKO, Fachverb. Freizeit- und Sportbetriebe

Evaluation

Evaluation of written concepts and presentation of the concepts.

Course Description

Event Management

Course Title

BUSINESS CORRESPONDENCE I (in German)

Semester Hours ECTS Credits

15 1

Course Field

GERMAN

Code Prerequisites

GER none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

The student can draft correctly from notes the correspondence in connection with the fulfilment of sales contracts as well as other routine business correspondence.

Course Description

Layout in accordance with the published norms of the Austrian Institute for Standardization

Business correspondence in practice:

the sales contract - legal requirements
inquiry, offer, order, confirmation of order,
delivery (advice-, dispatch-, delivery-note, invoice)

Curriculum vitae and letters of application to be prepared for compulsory internships.

Private letters

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write a business letter according to the published norms of the Austrian Institute for Standardization
- different business letters and emails based on the daily business activities

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure written business communications in various styles and formats
- review and proofread written business communications for appropriate style, correct and appropriate language, sequence, structure and readability
- present written business communications in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to master different business correspondence in connection with the fulfilment of sales contracts.

Text

Handouts for the preparation of business correspondence.

Evaluation

Final written exam: student must type in correct layout-form an appropriate letter in response to a given set of facts (or incoming letter or memorandum) 60%; 40% participation/exercises.

Course Description

Event Management

Course Title

GERMAN: WRITING WORKSHOP

Course Field

GERMAN

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours ECTS Credits

15 1

Code Prerequisites

GER none

Semester:

<input checked="" type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input checked="" type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

The student is able to competently use the German language (grammatical, orthographical accuracy)

Course Description

Survey of the comprehensive review of German spelling reform - agreed upon by Germany, Austria and Switzerland.

Grammar review

Creative writing

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write an article correctly based on the German spelling reform
- principles of story-telling and creative writing

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure written text in various styles and formats
- review and proofread written text for appropriate style, correct and appropriate language, sequence, structure and readability
- present written text in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to competently use the German language (grammatical, orthographical accuracy)

Text

Handouts

Evaluation

participation/exercises.

Course Description

Event Management

Course Title

BUSINESS CORRESPONDENCE II (in German)

Course Field

GERMAN

Semester Hours ECTS Credits

15 2

Code Prerequisites

GER Business Correspondenc

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

To prepare the student for more difficult business correspondence for official and private occasions.

Course Description

Continued exercises regarding routine correspondence:

Business correspondence in conflicting situations:

- delay in delivery
- delayed acceptance
- notification of defects
- delay in payment
- first reminder
- second reminder
- third and last reminder before legal action
- threat of legal action

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write a business letter according to the published norms of the Austrian Institute for Standardization
- different business letters and emails based on the daily business activities

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure written business communications in various styles and formats
- review and proofread written business communications for appropriate style, correct and appropriate language, sequence, structure and readability
- present written business communications in the styles and to the standards required by business organisations

General competencies

Upon completion of the course, the student is able to master different business correspondence in connection with the fulfilment of sales contracts.

Text

Handouts

Evaluation

Final written exam: 60%; participation/exercises 40%.

Course Description

Event Management

Course Title

ACADEMIC WRITING

Course Field

GERMAN

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS Credits**

15 1

Code **Prerequisites**

GER none

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input type="checkbox"/> 6th	<input checked="" type="checkbox"/> Summer Sem.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Course Objectives

To familiarize the student with academic writing styles.

Course Description

Introduction to academic argumentation, quotation rules and critical comments of academic texts.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- how to write an academic text
- principles of academic argumentation, quotation rules and critical comments

Skills

Upon completion of the course, the student is able to

- plan, draft, sequence and structure an academic text in various styles and formats
- review and proofread academic text for appropriate style, correct and appropriate language, sequence, structure and readability
- write an academic text according to academic standards

General competencies

Upon completion of the course, the student is able to competently use academic writing styles.

Text

Handouts

Evaluation

Exercises and 1 academic paper of 4 pages text applying academic quotation standards.

Course Description

Event Management

Course Title

INTRO TO THE AUSTRIAN LEGAL SYSTEM

Semester Hours ECTS Credits

15 2

Course Field

LAW

Code Prerequisites

LAW none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

To initially provide the student with an introduction to Austrian public and private law and its impact on the individual as well as the business community.

Course Description

Private Law:

The legal order, legal capacity, legal entity, legal transactions, registry of deeds, formation of a contract, fulfilment of a contract, obstacles to / breach of contract guarantee, product liability.

Civil (individual) law

property law incl. Book of deeds

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System
- the main principles which govern entry into a contract and the terms of a contract
- the principal policies and values underpinning contract rules

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyze the Austrian public and private law and its impact on the individual as well as the business community.

Text

EWS Script

Evaluation

Final written exam

Course Description

Event Management

Course Title

LABOUR AND EMPLOYMENT LAW

Course Field

LAW

Semester Hours ECTS Credits

15 1

Code Prerequisites

LAW Public and Private Law

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**
 Summer Sem.
2nd 4th 6th

Course Objectives

The student understands the special significance of employment legislation and can identify the legal protection given to a particular group of employees/workers and knows of their various legal rights/obligations and protections as well as applicable employment legislation.

Course Description

This course provides the student with a detailed overview of all aspects of employment legislation, collective bargaining, etc. After a very brief overview of the first employee protections of the 18th and 19th century, the course focuses on current domestic employer/employee regulations, giving the student an in-depth analysis of the particular legal terms and conditions of employer-employee relations.

This course includes: contracts of employment, remuneration (salary/wage) employer/employee rights, obligations and protections (health insurance, retirement).

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- law and the Austrian Legal System
- the main principles of Labour and Employment Law
- the principal policies and values underpinning labour law

Skills

Upon completion of the course, the student is able to

- locate sources of legal information relevant to working in industry
- demonstrate skills of legal research and analysis
- identify relevant legal issues from the surrounding context
- analyse relevant legal materials, including cases
- identify key legal and policy issues

General competencies

Upon completion of the course, the student is able to apply and analyze the Austrian labour and employment law and its impact on the individual as well as the business community.

Text

Script by EWS

Evaluation

Final written exam

Course Description

Event Management

Course Title

LABOUR, BUSINESS AND ORG. PSYCHOLOGY

Semester Hours ECTS Credits

15 1

Course Field

MANAGEMENT

Code Prerequisites

MGT none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To convey the importance of psychology for the direct, indirect as well as the personal "leadership" and social interaction.

Course Description

Introductory course to psychology as the science of man

Development of the most important findings and basic principles of general psychology, psychoanalysis and psychology of personality

- Motivation,
 - Influence of work,
 - Stress,
 - Harassment in the job,
 - Differential Psychology with focus on personnel recruitment and development,
 - Communication patterns and communication in groups,
 - Reasons of incomplete communication,
 - Conflict and solutions,
 - Leading of groups,
 - Teams
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of:

- key concepts, theoretical perspectives, empirical findings in business and organisational psychology
- personnel assessment and selection and how organisational identity and culture (norms, practices) can affect employee and organisational functioning
- the distinctive role of organisational psychology in addressing whole-of-organisation functioning.

Skills

Upon completion of the course, the student is able to apply and analyze the most important findings and basic principles of general psychology, psychoanalysis and psychology of personality.

General competencies

Upon completion of the course, the student is able to understand the importance of psychology for the direct, indirect as well as the personal "leadership" and social interaction.

Text

EWS Script, Class notes and summaries;

Evaluation

Final written exam, 90% or grade, active participation, 10%.

Course Description

Event Management

Course Title

APPLIED MANAGEMENT

Course Field

MANAGEMENT

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

30 4

Code Prerequisites

MGT Intro to Management and

Semester:

1st 3rd 5th **Winter Sem.**
 Summer Sem.
2nd 4th 6th

Course Objectives

To apply management theory to practical situations and learn to analyse and solve business problems.

Course Description

Based on the introduction to management, this part will focus on the practical application of theory to solve business problems.

Taking management case studies from the business sector, techniques and concepts will be studied; the various cases should serve only as a starting point to facilitate application of management theory to given problems.

Topics such as stakeholder-approach, stakeholder value, scenario technique, value-oriented management, initial public offering, mergers and acquisitions, strategic balance, SWOT-analysis, budgeting and capital expenditure accounts are studied.

Analysis and discussion of current management case studies. Application of previously learnt theory, methods and management skills.

In the second part of the course, students learn to draft small case studies with the use of Harvard Business Review articles and present them in class for problem solving.

Each student has to write a seminar paper.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- how to apply tools and techniques used within General Management
- evaluate theories within the discipline of Management, Organisational Behaviour and Leadership
- analyze and justify the role of management for the performance of an organisation

Skills

Upon completion of the course, the student is able to

- analyze and evaluate the tasks and roles of management
- apply different management theories for business success

General competencies

Upon completion of the course, the student is able to solve complex business problems.

Text

Excerpts from textbooks, journals, ...

Evaluation

Mid term and final exam

Participation in class counts 10% towards grade.

Course Description

Event Management

Course Title

INTERNATIONAL MANAGEMENT

Course Field

MANAGEMENT

Semester Hours ECTS Credits

30 3

Code Prerequisites

MGT Management

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

Enlarging management knowledge to the international sphere, using English as working language; getting a feeling for the creation of knowledge in business administration

Course Description

Discussion of various research approaches in international management:

- Business Ethics
- The Manager's Job Folklore and Fact
- Management Concepts
- GMAT Test
- Presentations of HBR Articles
- International Management - the theory, the practice, the strategy
- Cases in International Management
- Managing Change in the Company: Reorganizations, Mergers, Buyouts and Takeovers
- Developing and Implementing Strategies on the international scale
- Failure in Management and How to Cope with It

Learning Outcomes

Knowledge

Upon completion of the course, the student has an understanding of

- the factors and impact of globalisation
- managing change in the company: Reorganizations, Mergers, Buyouts and Takeovers
- developing and implementing strategies on the international scale
- failure in management and how to cope with it

Skills

Upon completion of the course, the student is able to

- conduct an environmental scan to evaluate the impact of world issues on an organisation's international business opportunities.
- conduct, evaluate and present market research to support an organization's international business decision-making.
- develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
- apply, analyse and evaluate various cultural theories
- critically analyse and justify management decisions of international case studies

General competencies

Upon completion of the course, the student is able to explain, to implement, to analyse and to solve various management challenges in the international context, using English as working language.

Text

Various handouts

Evaluation

Quizzes, Examinations, Class Participation, Presentations, written assignments.
final exam (60%), participation (40%)

Course Description

Event Management

Course Title

SOCIAL MEDIA MARKETING

Course Field

MARKETING

Programme:

Event

Education type:

Case Study

Exercise

Lecture

Seminar

Tutorial

Semester Hours ECTS Credits

27

4

Code Prerequisites

MKT

2nd semester standing

Semester:

1st 3rd 5th

2nd 4th 6th

Winter Sem.

Summer Sem.

Course Objectives

Students get an understanding of the most important aspects of social media, an overview of the varieties of Social Media Marketing and learn how to use Social Media tools for business purposes.

Course Description

- Social Media principles and applications
- Social Media tools: Social Media Prism
- Intro to the most important networks in practice (opportunities and threats)
- Facebook, Instagram, LinkedIn, Xing, Twitter, Blogs, ..
- Meaning of Social Media Marketing
- Peculiarities of Social Media Marketing and Content Marketing
- Integration into the Marketing Mix
- Dialogue marketing (Storytelling)
- Social Media monitoring and controlling tools
- Real-time measuring and prompt reactions to comments, posts and tweets
- Social Media campaigns
- Case studies

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the professional use of Social Media for business marketing activities
- the context of Social Media marketing strategies
- the integration of Social Media marketing into the companies' marketing policies
- analyzing Social Media marketing strategies
- the main SM monitoring and analytical tools, Google Analytics, social media reporting and KPI

Skills

Upon completion of the course, the student is able to

- develop a Social Media Marketing strategy, combining social media marketing goals and objectives
- justify internal social media policy, including management, timing, and frequency
- evaluate various Social Media campaigns with different monitoring and controlling tools
- produce tailor-made content for Social Media campaigns

General competencies

Upon completion of the course, the student is able to develop effective approaches for propagating ideas, messages, products, and behaviors across social media networks

Text

Handouts

Evaluation

Written quizzes on each topic/project work/presentation of results

Course Description

Event Management

Course Title

INTERNATIONAL MARKETING

Course Field

MARKETING

Semester Hours ECTS Credits

30 3

Code Prerequisites

MKT Marketing Mix

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1st 3rd 5th **Winter Sem.**
2nd 4th 6th **Summer Sem.**

Course Objectives

The main focus of this course is the - above all - international application and adaptation of marketing concepts illustrated by case studies and a real-life case

Course Description

- Characteristics of International Marketing
 - International Market Research (Knowing your competition and your customers)
 - Brand Management: Differentiation or Globalisation
 - Advertising/Advertising Analysis - across cultures
 - Advertising Campaigns (International - e.g. Cannes spots)
 - Presentations
 - Corporate Sponsoring
 - Case Studies of Marketing Failure
 - Marketing Bloopers
 - Forecasting, Targeting, Measuring and Positioning in an international environment
 - Buyer Behavior/Consumer Behavior on an international scale
 - Marketing Decisions and How to Calculate Risk
 - Advertising Analysis - cross-cultural analysis
-

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of

- characteristics of International Marketing
- international Market Research (Knowing your competition and your customers)
- brand management: differentiation or globalisation

Skills

Upon completion of the course, the student is able to

- comprehensively analyse and evaluate an international marketing situation and recommend future strategies
- evaluate the impact of recent environmental changes on international marketing.
- analyse and apply the various components of the international marketing mix to create marketing performance and competitive advantage.
- interpret and recommend the key issues required in managing international marketing practices.

General competencies

Upon completion of the course, the student is able to execute, judge and design an international marketing strategy based on global marketing concepts illustrated by case studies and a real-life cases.

Text

Handouts

Philip Kotler, Marketing Management

Keegan, Schlegelmilch, Stöttinger: Globales Marketing-Management

Evaluation

Quizzes, Examinations, Class Participation, written Assignments and Presentations.

final written exam (60%), participation (40%)

Course Description

Event Management

Course Title

OFFICE AND PROJECT MANAGEMENT 1

Semester Hours ECTS Credits

22 2

Course Field

OFFICE MANAGEMENT

Code Prerequisites

OM none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th
 Summer Sem.

Course Objectives

To give the student a first look at office management and to prepare the student for project work

Course Description

The lecture gives an overview of the tasks and activities of an office:

- Introduction: the office as a working place
- Managing the information
- Organisational aspects of the management

The lecture also includes topics from personal working techniques as follows:

- Planning and using time - individual working technique
- Achieving of methodical competence by organising the own work
- Right planning of the working time / priorities
- Tools for planning and organising time / priorities

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the tasks and activities of an office assistant
- the main personal working techniques and project management tools

Skills

Upon completion of the course, the student is able to

- manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities.
- coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.
- evaluate, establish and administer a variety of records management systems to ensure confidential, secure, accessible and organized electronic and paper records.
- prepare and produce a variety of business documents using available technologies and applying industry standards.
- research, analyze and summarize information on resources and services and prepare summary reports with recommendations.
- organize and coordinate meetings, conferences, special events and make travel arrangements, including the preparation of related documentation.
- support the implementation of projects by applying basic principles of project management.

General competencies

Upon completion of the course, the student is able to

- support management in office administration, prepare business documents, demonstrate business communication skills.
- utilize appropriate office technology and execute the duties of an office administrator.

Text

Handouts

Evaluation

project work, participation in class.

Course Description

Event Management

Course Title

OFFICE AND PROJECT MANAGEMENT 2

Semester Hours ECTS Credits

22 2

Course Field

OFFICE MANAGEMENT

Code Prerequisites

OM 2nd semester standing

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**
 Summer Sem.
2nd 4th 6th

Course Objectives

To introduce the student to the world of business and to give him/her the wherewithal to work efficiently during his/her compulsory internship programme during the summer.

Course Description

1. Introduction to the business environment. Needs, tasks, objectives for professional work.
2. Time management systems, planning schedules in the office, efficient working techniques.
3. Introduction to Information Techniques: research of information, selection techniques, storage and retrieving facilities, Mind Mapping, brainstorming technique
4. Preparation, planning, execution of business meetings, conferences, fairs, exhibitions.
5. Planning of projects where two or more partners are involved - network technique
6. preparation and presentation of a work-related project

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- the tasks and activities of an office assistant
- the main personal working techniques and project management tools

Skills

Upon completion of the course, the student is able to

- manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities.
- coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.
- evaluate, establish and administer a variety of records management systems to ensure confidential, secure, accessible and organized electronic and paper records.
- prepare and produce a variety of business documents using available technologies and applying industry standards.
- research, analyze and summarize information on resources and services and prepare summary reports with recommendations.
- organize and coordinate meetings, conferences, special events and make travel arrangements, including the preparation of related documentation.
- support the implementation of projects by applying basic principles of project management.

General competencies

Upon completion of the course, the student is able to

- support management in office administration, prepare business documents, demonstrate business communication skills.
- utilize appropriate office technology and execute the duties of an office administrator.

Text

Handouts

Evaluation

Exercises and practical case studies; final presentation
EWS Vienna, 2019/20

Course Description

Event Management

Course Title

**RESEARCH - DEFENSE OF PROJECT PAPER/DIPLOMA
THESIS**

Semester Hours ECTS Credits

0 1

Code Prerequisites

Course Field

RESEARCH

RDTEXA 4th/6th semester standin

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input checked="" type="checkbox"/> 4th	<input checked="" type="checkbox"/> 6th	<input type="checkbox"/> Summer Sem.

Course Objectives

The presentation of a scientific research paper.

Course Description

Students must defend their written research paper in front of an international examination commission

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- providing arguments for and defend own findings, as well as providing constructive criticism for other people's findings and recommendations
- the necessary learning skills and independence for further studies

Skills

Upon completion of the course, the student is able to

- communicate complex business information, challenges and findings
- present and describe scientific issues and research findings using analytical and methodological terminology
- make decisions in an independent, professional manner and defend them

General competencies

Upon completion of the course, the student is able to present and defend the research paper in a business setting

Text

Evaluation

by tutor and international examination commission

Course Description

Event Management

Course Title

PROJECT PAPER

Course Field

RESEARCH

Programme:

Event

Education type:

- Case Study** **Seminar**
 Exercise **Tutorial**
 Lecture

Semester Hours ECTS Credits

0 6

Code Prerequisites

RPJ 2nd year standing

Semester:

- | | | | |
|-------------------------------------|--|-------------------------------------|---|
| <input type="checkbox"/> 1st | <input type="checkbox"/> 3rd | <input type="checkbox"/> 5th | <input type="checkbox"/> Winter Sem. |
| <input type="checkbox"/> 2nd | <input checked="" type="checkbox"/> 4th | <input type="checkbox"/> 6th | <input type="checkbox"/> Summer Sem. |

Course Objectives

How to write a research paper, present a business-related topic coherently, using modern technical aids - flip charts, transparencies, or the computer - PowerPoint.

Course Description

For the two-year programmes at EWS, the student must write a project paper of about 20 printed pages in the areas of Management:

- business administration, management, computer science

Event Management:

- Event management or business related topics

Office Management - ESA:

- Business related topics

Social Media Management:

- Curriculum related topics

Real Estate Management:

- Curriculum related topics

The student selects one of the areas and discusses a topic with the instructor of his/her choice. The instructor will tutor the student to completion and will also be in the exam commission when the project is presented orally.

Learning Outcomes

Knowledge

Upon completion of the course, the student has knowledge of:

- different research methods
- how to write a project paper
- theoretical and empirical concepts

Skills

Upon completion of the course, the student is able to

- understand theoretical concepts and be able to recognise the relevance to the own research
- apply knowledge to the collection, organisation, manipulation and interpretation of data.
- demonstrate an awareness of important aspects of conducting research, such as ethical considerations, risk in research contexts and quality in research outcomes.
- apply skills in preparing for and conducting research
- apply written communication skills through the interpretation of analyses and the preparation of the project paper.

General competencies

Upon completion of the course, the student is able to produce a project paper.

Text

dependent on topic chosen, reading list available from tutor.

Evaluation

by examination commission

Course Description

Event Management

Course Title

SPANISH I

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA none

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

To acquire a basic conversational fluency in Spanish within two semesters.

Course Description

Spanish (for beginners) is an optional foreign language for students; for the three-year EWS and for the ESA programme, a second foreign language is compulsory.

This introductory course for beginners focuses on basic oral and written communication to develop fundamental communication skills of speaking, listening, reading and writing. It emphasises grammar, general vocabulary, pronunciation and looks at the correct usage of idiomatic expression in conversation. Audio- and video-tapes as well as other materials are incorporated in the lectures.

Main topics are:

- Grammar
 - Reading and listening comprehension of texts
 - Vocabularies of everyday life
-

Learning Outcomes

- Speaking: Students will communicate verbally at the beginner level (A 1) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the beginner level (A 1). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the beginner level (A 1) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the beginner level (A 1). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 1- A1, Klett-Verlag, 2013

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Event Management

Course Title

SPANISH II

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

Summer Sem.

2nd 4th 6th

Course Objectives

see Spanish I.

Course Description

continued from first semester

see Spanish I

Main topics are:

- Grammar
 - Reading and listening comprehension of texts
 - Vocabularies of everyday life
 - writing of small texts about students' experiences, reports, asking for information and giving hints
-

Learning Outcomes

- Speaking: Students will communicate verbally at the beginner level (A 1+) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the beginner level (A 1+). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the beginner level (A 1+) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the beginner level (A 1+). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 1- A1, Klett-Verlag, 2013

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Event Management

Course Title

SPANISH III

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I-II

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th

Course Objectives

To enable the student to deal with elementary business correspondence.

Course Description

Having mastered basic grammar and oral communication, the focus is now on written communication.

Learning Outcomes

- Speaking: Students will communicate verbally at the intermediate level (A 2) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the intermediate level (A 2). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the intermediate level (A 2) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the intermediate level (A 2). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 2- A2, Klett-Verlag, 2013, articles from ECOS

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Event Management

Course Title

SPANISH IV

Course Field

SPANISH

Semester Hours ECTS Credits

30 2

Code Prerequisites

SPA Spanish I-III

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester:

1st 3rd 5th **Winter Sem.**

2nd 4th 6th **Summer Sem.**

Course Objectives

see Spanish III

Course Description

continued from third semester.

Business correspondence:

Introduction to Spanish commercial correspondence, layout requirements - enquiries, orders, confirmation of order, payment, complaints, hotel reservations, making appointments. Drafting of replies to incoming letters of increasing difficulty, covering general business correspondence.

Learning Outcomes

- Speaking: Students will communicate verbally at the intermediate level (A 2+) in Spanish using appropriate vocabulary and grammatical forms. Student production may be seen through in-class activities as well as formal oral reports and presentations.

- Listening Comprehension: Students will demonstrate the ability to understand spoken Spanish at the intermediate level (A 2+). This will be seen through verbal interactions in class with other students in Spanish as well as with the lecturer. Students may be evaluated on their ability to understand through directed conversations or activities based on listening comprehension of a text in Spanish.

- Writing: Students will exhibit the ability to write at the intermediate level (A 2+) using both formal and informal speech as well as a broad use of appropriate vocabulary and grammatical forms. Written examples may include short paragraphs, essays.

- Reading: Students will exhibit the ability to understand written Spanish at the intermediate level (A 2+). They will examine a variety of materials including articles.

Text

Aula internacional nueva edición 2- A2, Klett-Verlag, 2013, articles from ECOS

Evaluation

Final exam 60 %

Class participation 40 %

Course Description

Event Management

Course Title

STUDIES ABROAD

Course Field

STUDIES ABROAD

Programme:

Event

Education type:

Case Study **Seminar**

Exercise **Tutorial**

Lecture

Semester Hours **ECTS Credits**

> 225 20

Code **Prerequisites**

STU completion of the 2d year

Semester:

<input type="checkbox"/> 1st	<input type="checkbox"/> 3rd	<input type="checkbox"/> 5th	<input type="checkbox"/> Winter Sem.
<input type="checkbox"/> 2nd	<input type="checkbox"/> 4th	<input checked="" type="checkbox"/> 6th	<input checked="" type="checkbox"/> Summer Sem.

Course Objectives

Students are studying a semester abroad to gain international experience and will complete the 3rd year of their EWS studies.

Course Description

Students are studying a semester abroad for the completion of the 3rd year

EWS has currently the following partners

- Denmark (International Business Academy – IBA Kolding)
- Norway (University College of South-East Norway)
- UK (Durham)
- UK (European College of Business and Management, London) - part-time programme

Students have to choose business-related topics from the course programme of the partner institute. The chosen study programme is only valid with the written confirmation of EWS.

Learning Outcomes

Academic Learning Outcomes

- Programme related learning
- Knowledge of norms and cultures of another country and its educational system
- Language proficiency
- Optional: Career-related knowledge or contacts developed through an internship

Ability Learning Outcomes

- Autonomy/self-direction
- Confidence
- Critical thinking skills
- Tolerance for ambiguity
- Flexibility

General Competencies

- Intercultural awareness and competence
- Awareness of global issues
- Ability to evaluate competing perspectives on global issues
- Interest in community service/involvement
- Appreciation of difference
- Awareness of one's own values and culture
- New perspective on the home country and its role in the world

Text

Evaluation

Students must pass exams at the partner university/college and must get at least 20 ECTS-credits for their one-semester stay abroad.

Course Description Event Management
