

<b>Course</b>	<b>The European Convention Market</b>
<b>Course Number</b>	1423
<b>Exam Number</b>	1423
<b>Course Frequency</b>	Winter Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	1 SWS Seminar 0,5 SWS Exercises 0,5 SWS Project Work / Case Studies
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Course Responsibility</b>	Prof. Dr. Michael-Thaddäus Schreiber
<b>Prerequisites for Participation</b>	Interest in Business Travel, Focus Meetings, Incentives, Conventions, Events (MICE)
<b>Content</b>	<p>The European Convention Market</p> <ul style="list-style-type: none"> <li>- Cities</li> <li>- Green Meetings</li> <li>- Trends and Innovation</li> <li>- Facts and Figures</li> </ul> <p>The course covers:</p> <ul style="list-style-type: none"> <li>- The MICE Destination Europe</li> <li>- Statements regarding Europe as MICE Destination</li> <li>- Infrastructure Situation, Culture, Leisure</li> </ul> <p>The Suppliers</p> <ul style="list-style-type: none"> <li>- Market Situation of the Venues</li> <li>- Organisers, Marketing Activities</li> </ul> <p>SWOT Analysis &amp; Future Prospects</p>
<b>Target Competencies</b>	Students understand the scientific basics of the subject "MICE" (Meetings, Incentives, Conventions and Events). Hereby students gain knowledge that complies with the current state of specialist literature. Graduates are able to implement application-oriented projects (e.g. which are related to Convention Bureaus of their

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	<p>country of origin). They are competent to contribute to solutions for complex tasks in teams.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> </ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	<p>Schreiber, Michael-Thaddäus (2012): Kongresse, Tagungen und Events. (1st Edition). Oldenburg, Germany: De Gruyter Oldenburg.</p> <p>Werner, Kim; Ding, Ye (2020): Events – Future, Trends, Perspectives. (1st Edition). UTB.</p>