

# BUSINESS EVENTS

## LEVEL OF COURSE UNIT

Bachelor

## LEARNING OUTCOMES OF COURSE UNIT

Students understand the important role of business events such as congresses, conferences, seminars and trade fairs for the local/regional and national economy. They develop an understanding of the influence of external factors and different actors on the industry and learn to view business events from different perspectives. Students are also familiar with the importance of corporate hospitality and current industry trends.

Students develop their cognitive skills to understand concepts and relate them to practice, such as gathering relevant information, identifying problems and finding appropriate solutions. The ability to analyze and synthesize information is also developed.

## COURSE CONTENTS

- Importance of meetings, congresses, corporate events and incentives
- Design of corporate events and incentives considering the corporate vision, goals and strategies
- New formats of business events
- Overview of the main stakeholders of business events
- Importance of Corporate Hospitality
- Ethical aspects of business events
- Trends including technological developments in the industry and related opportunities and challenges

## RECOMMENDED OR REQUIRED READING

Davidson, R. (2019). Business Events. 2nd ed. London: Routledge.

## LANGUAGE OF INSTRUCTION

English

## NUMBER OF ECTS CREDITS ALLOCATED

2

## EVALUATION METHODS AND CRITERIA

written exam, paper