

IEMS-Curriculum Winter Semester 2024/2025 and Summer Semester 2025

Winter Semester	prep 1	Basic principles of Law	Contemporary Chinese History	Basic Principles of Marxism	Mao Zedong & Deng Xiaoping Theory	Political Economics	Contemporary Chinese politics	Introduction to the MICE industry	Principles and practices of Event Management	
Summer Semester	prep 2	Linear Mathematics	Algebra Mathematics	Chinese Literature	Physical Education	Computer Basics	Microeconomic Theory and Policy *	English - Reading & writing 1	English - Listening & Speaking 1	Probability Mathematics

Winter Semester	1	The Global Event Market	Principles of Marketing	Principles of Business Management	Intercultural Communication and Academic Writing	English - Listening & Speaking 2 (CEF B2 / C1)	English - Reading & writing 2 (CEF B2 / C1)
		5	5	5	5	5	5
Summer Semester	2	Finance, Risk & Legal Issues in Event Management	Strategic Management (incl. Business Game)	Cultural Management	German 1	Event Regulations and Policies	Electives
		5	5	5	5	5	5
Winter Semester	3	Participation of Trade Fairs and Exhibitions	Human Resource Management	Hospitality Management	International Trade Policy	Trade Fairs & Exhibitions Management	Information Management Systems
		5	5	5	5	5	5
Summer Semester	4	Management of Corporate Events	Event Operations and Logistics	Macroeconomic Theory and Policy *	Financial Management	International Finance	Electives
		5	5	5	5	5	5
Winter Semester	5	Management of Venues and Event Destinations	Management of Congresses, Meetings and Seminars	Entrepreneurial Management	Practical Simulation Training	Computerised Event Management	Electives
		5	5	5	5	5	5
Summer Semester	6	Internship (event related issues - practical experience)			Bachelor Dissertation (including coaching)		
		18			12		

* by arrangement in agreement with HSOS for quality assurance co-taught by Prof. Mayer from HSOS

5	Credits
	Courses taught by lecturers of SUIBE
	Courses taught by lecturers of HSOS
	Courses co-taught by lecturers of HSOS and SUIBE