

IEMS-Curriculum Wintersemester 2022/2023

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| 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 |

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| Winter Semester | 1 | The Event Market | Services 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 | Event Finance & Risk management | Strategic Management | Cultural Management | German 1 | Accounting | 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

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