

Tárgytematika / Course Description

Organization of International Events

AKNB_NKTA004

Tárgyfelelős neve /

Teacher's name: dr. Garai Anna

Félév / Semester: 2019/20/2

Beszámolási forma /

Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Aims and objectives

This course has been specially designed to help students gain competences in international event management. In this class students will examine, discuss and practice the basic skills necessary to organise different kinds of international events. The participants will learn in the framework of the FORTH innovation method that allows an „out-of-the-box” learning experience.

TANTÁRGY TARTALMA / DESCRIPTION

Course description

Week 1: Course description, course requirements

Week 2: Generation of the assignment, identification of inspiration opportunities

Week 3: Inspiration opportunity 1 (trends)

Week 4: Inspiration opportunity 2 (technology)

Week 5: Inspiration opportunity (customer frictions)

Week 6: Brainwriting for raising ideas

Week 7: Converting ideas to idea directions

Week 8: Development of concepts based on the idea directions

Week 9: Presentation and evaluation of concepts

Week 10: Revision of concepts

Week 11: Testing in a focus group

Week 12: Preparation of the mini new business cases

Week 13: Presentation of the mini new business cases. Discussion.

Week 14: Course evaluation

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Requirements of the course

The students will need to actively participate in the course that will be organised as series of interactive workshops. During the course, the students will elaborate one presentation on inspiration opportunities, one on a concept selected and the mini new business case developed.

student presentation in the class 60%

collaboration during the class 40%

Evaluation

0 - 50 % insufficient

51 - 65 % sufficient

66 - 80 % satisfactory

81 - 90 % good

91 - 100 % excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Key, Kathy. (2004) The Keynote Guide to Planning a Successful Conference. A Keynote Networks Workbook. Letölthető: https://spie.org/Documents/Students/Conference_guide.pdf.

Recommended readings:

Van Wulfen, G. (2013). The innovation expedition. A visual toolkit to start innovation. Amsterdam: BIS Publishers.
