

Tárgytematika / Course Description

Organization of International Events

AKNB_NKTA004

Tárgyfelelős neve /

Teacher's name: dr. Garai Anna

Félév / Semester: 2020/21/2

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.

TANTÁRGY TARTALMA / DESCRIPTION

Course description

Week 1: Course description, course requirements, introduction of the FORTH method.

Week 2: Event specification

Week 3: Company events

Week 4: Press events

Week 5: Sport events

Week 6: Municipality/city events

Week 7: Case study – company event

Week 8: Case study - EYOF

Week 9: Case study – city event

Week 10: Case study – city event

Week 11: Student presentations

Week 12: Student presentations

Week 13: Student presentations

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 an international event.

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.

Handouts/PPT slides electronic material provided by the teacher.

Recommended readings:

Lorette, Kristie (2014): The Complete Guide to Running Successful Workshops&Seminars.

Atlantic Publishing Group, Inc. Ocala, Florida
