



EVENT MANAGEMENT

INFORMATION MEETS EMOTION

Events are “happenings” that create “Ah ha!” moments and attract enthusiastic attention. They are a pre-arranged framework for communication where meaningful content is packaged in a form designed to capture and hold the target groups’ interest and exceed their expectations. Successful events equate to the art of orchestrating an impressive mix of information and emotion that leaves a lasting impression in the hearts, souls and minds of all who take part in it.

The opportunities for working abroad, interacting with people from diverse cultures and backgrounds and promising chances for advancement make the event sector an attractive and popular career choice. Employment opportunities abound in this sector. They range from classic event agencies to incentive companies or stage builders up to trade fairs, conventions or hotels.

Study Program Content:

- Introduction to Event Management
- Event Format and Design
- Event Planning and Implementation
- Introduction to Event Management Law
- Introduction to Trade Fair Law
- Licensing and Broadcasting Law
- Safety and Crowd Management
- Hospitality and Accommodation Management
- Food & Beverage Operations
- Venue Management and Event Logistics
- Customer Experience Management
- Sponsoring and Fundraising
- Digitalization and Event Resource Management
- Social Media in Event Management
- Sustainability in Event Management
- Risk Management
- Evaluation and Controlling in Event Management
- Convention and Trade Fair Management
- Cultural Event Management

- Sports and Music Events
- Creating Food Experiences and Event Gastronomy
- Digital and Hybrid Events



SELINA HAUSER
Graduate

“Alternating between theory and practice makes the program interesting and varied. The practice at work helps me make connections and better understand what I’m learning in class. I think my future career chances are excellent, especially when it comes to working abroad.”

PRIVATE UNIVERSITY – INTERNATIONALLY RECOGNIZED DEGREE!

YOUR STUDIES AT ISBA IN FREIBURG

Degree: Bachelor of Arts (B.A.) in International Business Management

Core Specialisms: Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Program Content: Business Administration, Economics, Social and Methodological Competences, Digitalization, Corporate Social Responsibility, Internationalization and Sustainability. Electives: Module Groups in Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Flexible starting dates: July 1, October 1 and January 1

Study Duration: 6 Semesters

Prerequisites: High School/GCSE (general or vocational, minimum average 3.0 / C) or advanced technical college certificate; successful admission interview at ISBA in Freiburg, training/apprenticeship contract with a partner enterprise. For a cooperative education program of studies at ISBA in International Business Management, applicants must provide proof that their English language skills correspond to level B1 of the Common European Framework of Reference for Languages (CEFR). Instruction at ISBA is also given in the German and/or Spanish languages. Therefore, applicants must also demonstrate that they have attained a level corresponding to the CEFR level C1 in one of these two languages.

Costs: Initial registration fee: 250 EUR, Tuition: 580 EUR per month, Student services fee: 168 EUR per year (Status: 2022)

Application: Online at www.isba-freiburg.de/bewerbung

The University of Cooperative Education (ISBA— Internationale Studien- und Berufsakademie) is state recognized in accordance with the Saarland Cooperative Education University Law of March 27, 1996 (last revised on October 14, 2014.)

This state recognition was broadened by the Saarland State Chancellery to include our university in Freiburg.

Further in 2021, the study program “International Business Management “ with its core specialisms had its accreditation extended to 2028 by the AHPGS (German Accreditation Agency in Health and Social Sciences).

The state recognized Bachelor’s degree is principally a qualification for admission to a Master’s program in Germany and abroad. Note that for this, universities have their own admissions criteria you should enquire about. We will gladly answer your questions regarding your possible pursuit of a Master’s program.

PARTNER COMPANY SELECTION

Our company-student liaison team will gladly answer your questions about our corporate partners and upon request, help you in your search for a partner company.

You can reach a team member by phone at: +49 (0)761 791 999 – 70.

You will find an overview of our partner companies at: www.isba-freiburg.de/partnerunternehmen

ACADEMIC ADMINISTRATION



PROF. DR. REGINA SCHWAB

Academic Director; Head of Event and Hotel programs; Head of General Business Administration; Director of Examinations

PhD in Economics, experienced business consultant. Since 2000 lecturer in Economics and in Business Management (specializing in Marketing) at various universities and educational institutions.

PRACTICE ADMINISTRATION



YVONNE SCHÖNAUER, M.A.

Executive Coordinator
Event Management

Bachelor of Arts in Tourism & Hospitality; MA in Hospitality. Extensive experience in the hotel and tourism sector, including as host and training director; Lecturer at ISBA Freiburg since 2018.

Accredited by:



EssKultur
Veranstaltungen | Catering | Restaurant

HANDKE.

