

# Master Strategic Events Management

## Year 1

Innovation & Change (I&C)  
6 ECTS

Business Strategy (BS)  
6 ECTS

Sustainability &  
Responsibility (S&R)  
6 ECTS

Event Marketing (EM)  
6 ECTS

Experience Design (ED)  
6 ECTS

M SEM Learning Community

## Year 2

Collaboration & CO-creation (C&C)  
6 ECTS

Strategic Value Creation (SVC)  
6 ECTS

Graduation Preparation (GP) in  
M SEM Learning Community

Graduation  
(18 ECTS)