

Level: master				
Course title: Special events management				
Status: elective				
ECTS: 6				
Requirements: None				
Learning objectives To acquire knowledge and skills necessary for successful planning, implementation and evaluation of business and special events management. Exploring the possibilities of introducing different models of managing special events.				
Learning outcomes Teaching and training students to adopt and apply the theoretical and practical aspects of management, preparing them to organize, promote, evaluate and develop business events (special events) in tourism, especially in the field of responsible tourism (related to the environment, company, costumers etc).				
Syllabus <i>Theoretical instruction</i> Basic concepts of business events (definitions, characteristics, classification); concepts of special events management, phases (defining the mission, goal, target groups, partners, stakeholders, risks, results and effects of the event; collecting the funds; motivating employees, volunteers, partners, donators, residents etc. to achieve quality event program and event facilities, creating marketing programs for events; promoting, evaluating and developing special event business). <i>Practical instruction</i> Visiting business events and participation in the organization of special events (case studies), critical assessment of this phenomenon and proposal for optimal solutions appropriate for their organization.				
Weekly teaching load				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: 0	Student research: 0	