

Study programme: Master in Tourism			
Level: master			
Course title: Business events management (MT220)			
Teacher: dr Vanja M. Dragičević			
Status: elective			
ECTS: 6			
Requirements: None			
Learning objectives Gaining theoretical and practical knowledge necessary for successful planning, implementation and evaluation of business events.			
Learning outcomes General and specific skills of critical thinking, academic level analysis of the issues related to business events management, preparing students to plan, organize and evaluate business events, and promoting destinations and venues for business events in the international tourism market.			
Syllabus <i>Theoretical instruction</i> General concepts, characteristics and typology of business events. Development of business events and event industry. The impacts of business events. Managing association events. Managing corporate events. Site (destination and venue) selection for corporate and association events. Delegate decision-making process. Exhibitions as business events. The benefits of exhibitions for the participants, visitors and destination. Characteristics of exhibitions venues. Planning and organizing trade fairs and participation in the fair. International organizations in the exhibition industry. Incentive travels. The process of creating and implementing incentive travel. Factors influencing the selection of destination for incentive travel. Impacts of incentive travel. Management of business events in hotels. Business events and tourism. Contemporary trends in business event management. <i>Practical instruction</i> Visit to business events (exhibitions, trade shows, conventions, conferences) and participation in the organization of business events. Through the projects, students will present their critical thinking about the selected business event (based on personal experiences and surveys conducted in the field). Practical classes will be conducted on the premises of convention centres, trade shows, university, hotels and other venues for business events. On a number of case studies, different types of business events and business events destination will be analyzed in order to observe the strengths and weaknesses in the management of business events.			
Literature: 1. Dragičević V. (2011). Vojvodina kao destinacija poslovnog turizma, doktorska disertacija, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo, Novi Sad. 2. Davidson, R. and Cope, B. (2003), Business Travel - Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel, Pearson Education. 3. Golden-Romero, P. (2007), Hotel Convention Sales, Services, and Operations, Elsevier Butterworth-Heinemann, Oxford.			
Weekly teaching load			4 (60)
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /
Methods of Teaching: Lectures, Illustration and Demonstration Practical skills			

Knowledge score (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		