

Study programme: Master in Tourism			
Level: master			
Course title: Special events management (MT222)			
Teacher: Dr Aleksandra S. Dragin, dr Anđelija Č. Ivkov-Džigurski			
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.			
Literature: 1. Allen, J., 2000. Event Plannig, John Wiley, Toronto. 2. Allen, J., O,Toole, W., McDonnell, I., Harris, R., 2002. Festival and special event management. Australia, Milton, Wiley. 3. Burns, J., Hatch, J., Mules, T., 1998. The Adeleide grand prix: The impact of a special event. Adelaide, The Centre for South Australian Economic Studies. 4. Getz, D., 1999. Festivals, special event, and tourism, New York, Van No strand Rhein hold. 5. Goldblatt, J., 1997. Special Events, Best Practices in Event Management, VNR, New York. 6. Goldblatt, J., Nelson, K.S., 2000. Special Events, Third Edition. 7. O,Toole, W., 2005. Event Issues 1, Crowd number Forecasting for Special Events, diskovering the industry standard www.epms.net.			
Weekly teaching load			4(60)
Lectures: 2	Exercises: 2	Other forms of teaching: 0	Student research: 0
Other:			
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		