| Study program: MAS Management in Tourism |
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| **Name of the subject: Project Management and Events** |
| **Teacher(s): Miroslav D. Vujičić, Vanja Pavluković** |
| **Status of the subject: mandatory** (Module: Event Management in Tourism) |
| **Number of ECTS:** 6 |
| **Condition: no** |

**Course objective:**

The goal of the course is for students to acquire theoretical and practical knowledge in the area of EU funds and project management for different types of events. Students will develop skills in identifying and preparing project proposals, financial planning, implementation, control, monitoring, evaluation, and project reporting. Special emphasis will be placed on understanding and applying various methodologies, such as the logical framework approach, logical matrix, and PM2 methodology in project and event management. Through theoretical and practical classes, students will develop competencies for effective event planning, risk analysis, efficient communication, financial management and budgeting, conducting public procurement, managing teams and stakeholders, and quality management. The use of tools and methodologies in different phases of the project cycle, including problem analysis, goal analysis, stakeholder analysis, activity and resource planning, risk assessment, and quality management.

**Course outcome:**

Upon completion of the course, students will be able to: (1) Understand the basic concepts and principles of EU funds and their significance for the development of the event sector, (2) Identify and analyze available EU funds and their specifics, (3) Develop and structure project proposals in event management, (4) Apply the logical framework approach and understand problem, goal, and stakeholder analysis, (5) Plan activities, resources, costs, and create a budget for a project/event, (6) Implement an effective promotion strategy and communication with the environment, (7) Conduct efficient monitoring, evaluation, and reporting, applying sustainability indicators and measuring results, (8) Apply the PM2 methodology for project management.

**Course content:**

*Theoretical lectures*

Basic concepts and principles of EU funds. The significance of funds for tourism development. Overview of available EU funds in the tourism sector and their specifics. Specifics of event management. The process of identifying and preparing project proposals in tourism. Development and structure of project proposals. Logical framework approach. Problem analysis. Goal analysis. Stakeholder analysis. Logical framework matrix. Activity planning. Resource planning. Cost planning and budget creation. Sponsorships and event financing. Risk assessment. Project/event promotion – relationships with the environment. Digital marketing and the use of social networks. Quality assurance (monitoring, evaluation – internal quality assurance processes, auditing). Measuring results (effectiveness and efficiency). PM2 project management methodology and organizing different types of events. Overview of the PM2 methodology (Project lifecycle; Phase drivers; Key artifacts). Project organization and roles. Initiation phase. Planning phase. Implementation phase. Monitoring and control. Closing phase. Event management software and tools.

*Practical lectures*

Identification of project ideas in tourism. Search and analysis of open calls. Development and structuring of project proposals in line with EU funds. Creation of a problem tree and goal tree. Stakeholder analysis. Development of the logical framework matrix. Planning activities, resources, costs, and creating a budget. Defining quantitative and qualitative indicators for project/event monitoring and evaluation. Risk analysis. Development of the project plan. Presentation of project proposals.

**Recommended literature**

**Primary literature:**

1. Overview of the PM2 Project Management Methodology, Authors of the PM² Guide and Methodology: Kourounakis Nicos & Maraslis Athanasios – Open Access Publication
2. Đuričin, D., Lončar, D. (2019). Menadžment pomoću projekata. Centar za izdavačku delatnost, Ekonomski fakultet Beograd, Beograd.
3. Els, G., Reed, I., Mawer, V., & Pielichaty, H. (2016). *Events project management*. Routledge.

**Additional literature:**

4. Petar Jovanović (2012). Upravljanje projektom. Visoka škola za projektni menadžment. Zuhra: Beograd.
5. Radoslav Avlijaš, Goran Avlijaš (2022). Upravljanje Projektom. Univerzitet Singidunum, Beograd

| Number of active classes 6 | Theory: 2 | Practice: 2 |
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**Methods of delivering lectures**
a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods

**Evaluation of knowledge (maximum number of points 100)**

| Pre-exam obligations | points | Final exam | points |
|---|---|---|---|
| Class participation | **0-5** | Written exam | / |
| Practical classes | **0-5** | Oral exam | **30-45** |
| Project assignment | **20-45** | | |