

<b>Study program: MAS Management in Tourism</b>			
<b>Name of the subject: Management of Cultural and Business Events</b>			
<b>Teacher(s): Tatjana Pivac, Igor Stamenković, Vanja Pavluković</b>			
<b>Status of the subject: elective</b> (Module: Event Management in Tourism)			
<b>Number of ECTS: 6</b>			
<b>Condition: no</b>			
<b>Course objective:</b> The goal of the course is to familiarize students with the concepts and business operations in the field of managing cultural and business events, i.e., to acquire theoretical and practical knowledge necessary for successful planning, organization, implementation, and evaluation of cultural and business events, as well as planning and designing performances at specific cultural and business events.			
<b>Course outcome:</b> Upon completion of this course, the student will be able to plan, organize, and execute cultural and business events, as well as promote destinations and facilities for cultural and business events in the international tourism market.			
<b>Course content :</b> <i>Theoretical lectures</i> General concepts, characteristics, and typology of business events. Event management for associations. Corporate event management. Fairs and exhibitions as business events. Incentive travel and team-building programs. Business event management in hotels, convention centers, and unusual venues. Business events and tourism. Contemporary trends and challenges in business event management. The significance of cultural events for tourist destinations; stakeholders: organizers, sponsors, media, participants, visitors; planning, organizing, managing, and controlling cultural events; financing; culture in cities.. <i>Practical lectures</i> Practical training will be carried out through visits to business and cultural events (fairs, congresses, conferences, festivals) and through participation in the organization and execution of business or cultural events at the Faculty/University or other organizations/institutions. Through projects, students will present their critical opinions on a selected business/cultural event (based on personal experiences and surveys conducted on-site). A larger number of case studies will present different types of business/cultural events and destinations, in order to identify the strengths and weaknesses in event management.			
<b>Recommended literature</b>			
<b>Primary literature:</b>			
1. Pivac, T., Kovacic, S., Stamenkovic, I., Bratic, M. (2022): Event Management in Cultural Tourism, book, ISBN 978-86-7031-289-0			
2. Pavluković, V. (2019). Poslovni događaji i turizam. PMF, Departman za geografiju, turizam i hotejlerstvo, Novi Sad.			
<b>Additional literature:</b>			
3. Davidson, R. (2018). Business Events (2nd ed.). Routledge. <a href="https://doi.org/10.4324/9781315186344">https://doi.org/10.4324/9781315186344</a>			
Number of active classes 4		Theory: 2	Practice: 2
<b>Methods of delivering lectures</b>			
a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods			
<b>Evaluation of knowledge (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Class participation	<b>0-10</b>	Written exam	
Practical classes/ Project assignment	<b>20-35</b>	Oral exam	<b>30-55</b>