



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ines Milohnić, Ph.D., Full Professor	
Name of the course	Event Management	
Study programme	Graduate study Tourism Management	
Status of the course	compulsory	
Year of study	1 st	
ECTS credits and manner of instruction	ECTS credits	6 ECTSa
	Number of class hours (L+E+S)	60 (30+0+30)
1. Course objectives		
<p>Course objective of <i>Event Management</i> is to encourage students to systematically and comprehensively capture the knowledge, skills and competence on the basic principles of event management, with special emphasis on the particularities of tourism and hospitality industry.</p> <p>The objective of this subject is reflected in the acquisition of basic, theoretical and practical new knowledge and skills of planning, organization, personnel selection, leadership and controlling, both in organizational and social terms. Hence, an graduate student could more easily and comprehensively monitor the development of principles of modern approach to event management with special emphasis of ensuring added value and competitiveness of the tourism market as well as satisfying the needs and motives of a contemporary guest.</p>		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After passing the exam, it is expected that the student will be able to:</p> <ol style="list-style-type: none"> 1. interpret and apply knowledge in event management 2. apply analytical and critical opinions about the basic types and shapes of events in the tourism and hospitality 3. describe and explain the impact of supply and demand trends of events in tourism 4. describe and explain the significance of all functions of event management in tourism 5. apply the fundamental knowledge, managerial and entrepreneurial skills in the implementation of events in tourism 6. describe and compare the special event management catering facility and a tourist destination 7. measure and evaluate the effects of events in the tourism and hospitality 		
4. Course content		
<p>Course Introduction, Event Definition. Determining the role and significance of events in tourism and hospitality. Types and forms of tourism events. The motives and needs of a contemporary guest and their association with tourism events. Trends in tourist demand and offers of events in tourism and hospitality. Marketing event management in tourism. Planning of Events in Tourism and Hospitality. Organizing events in tourism and hospitality. Management of Human Potentials of Events in Tourism and Hospitality. Entrepreneurship of Tourism and Hospitality Events. Managerial event management in tourism and hospitality. Managerial control and evaluation of events in tourism and hospitality. Methods of measuring the effects of events in tourism and hospitality. Measuring and determining economic effects of events in tourism and hospitality.</p>		



5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other			
6. Comments							
7. Student responsibilities							
Attendance, Research (subjects from tourism and hospitality practice), final exam							
8. Monitoring of student work ¹							
Class attendance	2,4	Class participation		Seminar paper	0,8	Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> 1. Cerović, Z., <i>Hotelski menadžment</i>, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, 2010. 2. Cerović, Z., <i>Animacija u turizmu</i>, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, 2008 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> 1. Bodwin, G. et.al., <i>Events Management</i>, Butterworth-Heinemann, Elsevier, 2011. 2. Allen, J., <i>Event Planning</i>, John Wiley & Sons, Canada, 2009. 3. Getz, D., <i>Event Studies: theory, research and policy for planned events</i>, Butterworth-Heinemann, Elsevier, 2009. 4. Tum, J., <i>Management of Event Operations</i>, Butterworth-Heinemann, Elsevier, 2009. 5. Van Der Wagen, L., Carlos, B.R., <i>Event Management</i>, Mate d.o.o., 2008 							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, <i>teaching</i> skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.