



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Marko Perić, PhD, associate professor	
Name of the course	Project Management in Tourism	
Study programme	Graduate study programme: Tourism Management	
Status of the course	compulsory	
Year of study	1 <sup>st</sup>	
ECTS credits and manner of instruction	ECTS student 's workload coefficient	6 ECTS
	Number of hours (L+E+S)	60 (30+0+30)
<b>1. Course objectives</b>		
The aim of the course is to explain the role of projects and project management in developing business systems in tourism. The emphasis is on strategic preparation, evaluation, initiation and development of project management models at different management levels, in order to train students for project managing under the conditions of modern tourism development.		
<b>2. Course enrolment requirements</b>		
None		
<b>3. Expected learning outcomes</b>		
After passing the exam, students will be able to:		
<ol style="list-style-type: none"> <li>1. Define project and list and explain its key characteristics</li> <li>2. List and explain main phases of project life cycle</li> <li>3. Define project management and explain differences between project and strategic management</li> <li>4. List and explain processes and areas of knowledge in project management</li> <li>5. Properly implement basic techniques of planning and control of the project</li> <li>6. Explain various organisational models of project management within tourism enterprise</li> <li>7. Properly interpret the role of investment projects in developing business systems in tourism</li> <li>8. List and explain methodology for evaluation of investment projects in tourism and hospitality</li> <li>9. Prepare at a strategic level, initiate and develop a project management model in tourism</li> <li>10. Analyse a variety of entrepreneurial initiatives and make a decision on accepting the initiative that meets all the objectives set</li> <li>11. Use specific computer program for making business plans in tourism and hospitality</li> </ol>		
<b>4. Course content</b>		
Theoretical and methodological definition of project The life cycle of the project and project stakeholders Theoretical and methodological definition of project management Project management areas of knowledge Project management functions / processes: planning, organizing, leading and controlling The strategic aspect of project management in tourism Projects and the environment Project-oriented business system in tourism Investment projects in tourism Evaluation and methods of project selection in tourism The project management in tourism - examples		



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 checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other	
6. Comments					
7. Student responsibilities					
Class attendance, continuous assessment and written exam, creating project assignment.					
8. Monitoring of student work <sup>1</sup>					
Class attendance	2,4	Class participation		Seminar paper	Experimental work
Written exam	1,1	Oral exam		Essay	Research
Project	0,8	Continuous assessment	1,7	Report	Practical work
Portfolio		Case study			
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)					
1. Cetinski, V., Perić, M., Projektni menadžment, Faculty of tourism and hospitality management, 2013. + CD-ROM as part of the book					
11. Optional/additional literature (at the time of submission of the study programme proposal)					
1. Project Management Institute, A Guide to the Project management Body of Knowledge (PMBOK Guide), Sixth Edition, Project Management Institute, 2017.					
2. Cleland, D.I., Ireland, L.R., Project Management – Strategic Design and Implementation, Fifth Edition, McGraw-Hill, New York, 2007.					
3. Cetinski, V., Strateško upravljanje razvojem turizma i organizacijska dinamika, FTHM Opatija, Opatija 2005.					
4. Cetinski, V., Perić, M., Jovanović, D., Poslovne simulacije, Fintrade&tours d.o.o., Rijeka, 2009. + CD-ROM kao sastavni dio knjige					
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences					
<p>The quality of the programme, teaching process, teaching 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>					

<sup>1</sup> 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.