



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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Subject code: T-467-3	Subject name: Event Management		
Cycle: I	Year: IV	Semester: VIII	ECTS credits: 6
Status: Elective		Contact hours: 60 Lectures: 30 Practical courses: 30	
Assigned professors and assistants:	Professors and assistants selected in the field to which the subject belongs		
Prerequisites:	/		
Subject objectives:	The objective of the Event Management is to familiarize students with advanced techniques and activities essential for planning, promoting, successfully executing, and evaluating events. The goal of the course is to acquire practical knowledge, skills, and abilities for creatively programming events, managing and organizing events, understanding the financial aspects of events, and controlling the quality of events.		
Teaching units:	1. Definition and concept of events; 2. Determining the role and significance of events in tourism; 3. Types and forms of events in tourism; 4. Motivations and needs of the modern guest and their connection to events in tourism; 5. Marketing management of events in tourism; 6. Event planning in tourism; 7. The first test; 8. Organizing events in tourism; 9. Human resource management for events in tourism; 10. Managerial leadership of events in tourism; 11. Managerial control and evaluation of events in tourism; 12. Methods for measuring the impact of events in tourism; 13. Measuring and determining the economic impact of events in tourism; 14. Perspectives and development of events in the region; 15. Case study analysis.		



Learning outcomes:	Knowledge: • The student aligns and applies the theory, methods, and processes of event planning and organization in tourism; • The student uses acquired knowledge to create analytical and critical thinking about the main types and forms of events in tourism; Skills: • The student develops a critical attitude, communication skills, creativity, and responsibility for their own projects; • The student develops the ability to work in teams and communicate with the immediate and broader social environment; • The student develops the ability to communicate with internal and external event stakeholders, as well as convey the necessary information and knowledge required for the more efficient and effective achievement of event goals; Competencies: • The student measures and evaluates the effects of events in tourism.		
Teaching methods:	Multimedia presentation and conversation (lecture); research independent work of students and joint analysis (practical courses).		
Knowledge testing methods with grading structure ¹:	Criterion	Points	Requirment
	1. Attendance	5	3
	2. Participation on lectures	5	2
	3. Midterm exam	40	22
	4. Seminar paper	10	6
	5. Student project	/	/
	6. Laboratory report	/	/
	7. Colloquium	/	/
	8. Final exam	40	22
	Total	100	55
	Rating:		
	Grade	E CTS grade	Number of points
	10	(A) exquisite	95 - 100
9	(B) excellent	85 - 94	
8	(C) very good	75 - 84	
7	(D) good	65 - 74	
6	(E) sufficient	55 - 64	
5	(F,FX) insufficient	<55	

¹ The structure of points and point criteria for each subject is determined by the Council of the organizational unit before the beginning of the academic year in which the subject is taught in accordance with Article 64, paragraph 6 of the Law on Higher Education of Sarajevo Canton



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Literature²:

MANDATORY:

1. Getz, D. (2007). Event Studies: Theory, research and policy for planned events. London: Routledge.
2. Van der Vagen, Lin; Karlos, Brenda R. (2010). Event management – Upravljanje događajima u turizmu, kulturi, biznisu i sportu. Mate Beograd.
3. Đukić-Dojčinović, V. (2005). Kulturni turizam-menadžment i razvojne strategije. Beograd: KLIO.
4. Andrejević, A., & Grubor, A. (2007). Menadžment događaja. Sremska Kamenica: Fabus.

RECOMMENDED:

1. Bjeljac, Ž. (2010). Turističke manifestacije u Srbiji. Beograd: GI "Jovan Cvijić", SANU, Posebna izdanja, knjiga 82.1.
2. Materials which will be provided to students

² The Senate of the higher education institution as an institution or the council of the organizational unit of the higher education institution as a public institution determines mandatory and recommended textbooks and manuals, as well as other recommended literature on the basis of which exams are prepared by a special decision which must be published on its website before the beginning of the academic year in accordance with Article 56, paragraph 3 of the Law on Higher Education of the Sarajevo Canton