NAME OF THE COURSE		Event Management				
Code	EUT402	Year of study		5th		
Course teacher	PhD Smiljana Pivčević, Associate Professor PhD Lidija Petrić, Full Professor	Credits (ECTS)		5		
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Required	Percentage of application of e-learning		20		

COURSE DESCRIPTION	
Course objectives	To attain knowledge and skills necessary for evaluating the role of events in contemporary society and tourism, analyzing and assessing their complex impacts, planning and evaluation of a specific event, and valuation of the process of strategic planning of event tourism at destination level.
Course enrolment requirements and entry competences required for the course	Course prerequisites are prescribed in bylaws of the Faculty of Economics, Business and Tourism, and the rulebook on study programs and studying.
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	1. Evaluate the role, importance, and development of events in contemporary tourism, society, and across different countries; 2. Assess and analyze the potential event impacts and stakeholders; 3. Critically evaluate the role and activities of government agencies in the process of strategic planning of event tourism; 4. Forecast the stages and activities in the process of setting up an event; 5. Generate the concept, business plan, and assessment of a self-developed event.

Course content broken down in detail by weekly class schedule (syllabus)	Lectures	Exercises
	Definition of key concepts and terminology; definition and typology of events, event theory, and event management.	Presentation of student responsibilities on the course, team projects and additional assignments.
	Concept and evaluation of event tourism and its importance. Structure of the event industry.	Presentation of student assignments and review of case studies.
	Conceptualization of events – stakeholders, host organization and destination, sponsors, media, participants and visitors.	Presentation of student assignments and review of case studies.
	Event impacts – classification, methods, and challenges in their measurement.	Presentation of student assignments and review of case studies. Additional assignment.
	Event planning at the destination level.	Presentation of student assignments and review of case studies.
	Planning function in the management of an actual event.	Presentation of student assignments and review of case studies. Additional assignment.
	Project management as part of event management	Presentation of student assignments and review of case studies.
	Financial management of events – event budget, revenue sources, sponsorship.	Presentation of student assignments and review of case studies.
	Event logistics.	Presentation of student assignments and review of case studies. Additional assignment.
	Strategic marketing in event planning.	Presentation of student assignments and review of case studies.

	Event safety, risk management, and legal issues in event planning.	Presentation of student assignments and review of case studies.
	Assessment and evaluation of event impacts.	Presentation of student assignments and review of case studies. Additional assignment.
	Current trends in the event industry and development outlook. Summary of the course content.	Review and systematization of knowledge. Presentation of student assignments and review of case studies.

Format of instruction	☒ lectures ☒ seminars and workshops ☒ exercises ☐ *on line* in entirety ☒ partial e-learning ☒ field work	☒ individual assignments ☒ multimedia ☐ laboratory ☒ work with mentor

Student responsibilities	1. 70% class attendance 2. Completed and presented group project earning a passing grade. For students that organize a charity event: 1) 25% class attendance 2) Organized and in-class presented charity event 3) submitted critical essay.

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	1,5	Research		Practical training	
	Experimental work		Report		Individual assignments	0,5
	Essay		Seminar essay			
	Tests	1,5*	Oral exam	1,5*		
	Written exam	1,5*	Project	1,5		

Grading and evaluating student work in class and at the final exam	Breakdown of points (100 points total): 1. 2 tests or final exam (60 points total), 2. group project (30 points), and 3. in-class activity and completion of individual assignments (10 points). For students that organize a charity event, the course points are: 1. event organization process graded by the teacher (45 points) 2. event organization involvement graded by student team members (10 points) 3. critical review/report of an event perspective/segment based on the relevant literature (35 points) 4. course activity through in-class activity and completion of individual assignments (10 points). Course grading scale: <55% Failure (1), 55-59% final oral exam, 60-69% Poor (2), 70-79% Fair (3), 80-89% Good (4), 90-100% Excellent (5). Two test are organized during the semester (written or oral), each with 60% as a minimum passing score. In order to take the second test, a student must pass the first test. During the semester, students either prepare, present, and submit a written group project (Word and PPT) or organize a group project/event. In-class activity (via discussion and questions) is

	registered throughout the semester. A student will receive a passing grade for the course if he or she passed both tests and achieved a total of at least 60 points from the three components that make up the final grade. Alternatively, students organizing the charity event will have a passing grade if achieved a total of at least 60 points from the four components making up the final grade. Students who fail the tests must take the final exam. The exam has 60 points with a passing threshold of 60% (36 points). A student will receive a passing grade for the course if he or she passed the final exam and achieved a total of at least 60 points from the three components that make up the final grade. Students who are not satisfied with the final grade obtained through the two tests or the final exam, can take the final oral exam. The prerequisite is a notification message to professor through Moodle within 48 hours of test/exam results. The course teacher beholds the right to invite the students to oral exam in case of justified reasons or extraordinary circumstances.		

Required literature (available in the library and via other media)	**Title**	**Number of copies in the library**	**Availability via other media**
	Authenticated teaching materials published on the course Moodle platform.		Moodle
	Johnny, A., Harris, R., Jago, L., Tantrai, A., Jonson, P., D'Arcy, E. (2020), Festival and Special Event Management, Essentials Edition, Wiley,	1	
	Van Der Wagen, L., Carlos, B. R. (2008),Upravljanje događanjima : za turistička, kulturna, poslovna i sportska događanja, Mate, Zagreb	6	

Optional literature (at the time of submission of study program proposal)	1. Getz, D. (2013), Event tourism : concept, international case studies and research, Putnam Vally : Cognizant communication corporation 2. Bladen, C., Kennell, J. Abson, E., Wilde, N. (2017), Events Management: An Introduction. (2nd Edition), Routledge 4. Event Scotland (2006), Events management – a practical guide, Event Scotland 5. O'Toole, W. (2011), Events feasibility and development: from strategy to operations, Oxford : Butterworth-Heinemann *Articles:* Relevant contemporary scientific articles from Tourism Management, Annals of Tourism Research, Event Management, International Journal of Event and Festival Management, Current Issues in Tourism and other scientific journals recommended by the teacher 1. Pivčević, S. (2022), Hallmark events, Encyclopedia of Tourism Management and Marketing u Buhalis, D. (Ed.). , Edward Elgar Publishing Limited 2. Getz, D., Page, S. J. (2016), Progress and prospects for event tourism research, Tourism Management, Vol. 52, pp. 593-631, https://doi.org/10.1016/j.tourman.2015.03.007. 3. Pivčević, S., Lesić, K.T. (2020), "Exploring Gastronomy and Event Interlinkages in DMOs' Strategic Activities – Two Croatian Destinations Perspective", Peštek, A., Kukanja, M. and Renko, S. (Ed.) Gastronomy for Tourism Development, Emerald Publishing Limited, pp. 133-154. https://doi.org/10.1108/978-1-78973-755-420201008 4. Pivčević, S. (2018) , Alka of Sinj as a tourism resource: current state, possibilities, and dilemmas. Conference proceedings from the international scientific conference in honor of the 300. anniversary of Alka of Sinj, Zagreb/Sinj 2015, in print. *Other resources:* Pivčević, S., Dragnić, D., Najev Čačija, Lj, Mikulić, D., Petrić, L. (2017), Destination

	Strategic Marketing Plan of Split 2017-2022, TZ Split, available at www.visitsplit.com/hr/3136/strateski-marketing-plan
	Good practice examples at Event Manager Blog (www.eventmanagerblog.com)
	Case studies and tools at the Event Impacts portal (www.eventimpacts.com/research)
	News at the www.hrturizam.hr portal
Quality assurance methods that ensure the acquisition of exit competences	- Monitoring student activity and performance of student obligations (teacher) - Supervision of teaching activities (Vice Dean) - Analysis of student achievements across all courses of study (Vice Dean) - Student teaching evaluation survey for each course of study (Center for Quality Improvement at University of Split) - Test and/or exams administered by course teachers assess the successful adoption of all teaching outcomes pertaining to a particular course. The contents of these tests/exams are periodically reviewed for their adequacy in relation to the stated learning outcomes (Vice Dean)
Other (optional)	The course instructor can organize up to three guest speakers (industry practitioners), and/or field trips/visits to a company/organization.