

Course title: Event management			
Lecturer: Srđan Egić			
Course status: Required, Fifth Semester			
ECTS: 8			
Requirement: none			
Course aims Course aims are to study the basic and specific activities and functions of a modern event and to learn about the areas that include business events.			
Course outcome Training students to independently plan, organize, manage and control the appointment and events execution.			
Course content <i>Theory classes</i> 1 Specifics and characteristics of supply events 2 Markets and demand for events 3 Principles of event management 4 Business events, sports events and marketing events 5 Sporting events 6 Marketing events <i>Practice classes</i> Case studies related to specific features and characteristics of supply events and their management, planning, organization and control of events, examples of domestic and international practice.			
Recommended Literature: 1. Aleksandar Andrejević i Aleksandar Grubor: <i>Menadžment događaja</i> , Fakultet za uslužni biznis, Sremska Kamenica, 2007. 2. G.Bowdin, McDonnel, Allen and W.O.Toole: <i>Events Management</i> , Butterworth/Heinemann, London 2001.			
Number of active teaching classes	Theory classes: 3	Practice classes: 3	
Teaching methods: Interactive sessions, case studies, discussions, multimedial communication.			
Knowledge assessment			
Pre-exam tasks	points	Final exam	points
In-class activity	5	written exam	35
Practice classes	10	oral exam	
Mid-term tests	3 x 15		
Seminar papers	5		