

## SYLLABUS

<b>Basic data case</b>	
Academic Unit:	Faculty of Tourism and Environment
Course Title:	Event management
level:	Bachelor
Course Status:	Mandatory
Year of study:	III
Number of hours per week:	3
Credits - ECTS:	4
Time / location:	USHAF
The teacher of the course:	PhDc. Agim Thaqi
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<b>Course Description</b>	
<b>Course Description</b>	<p>Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.</p> <p>The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans.</p>
<b>Objectives of the course</b>	<p>The aim of the course is to build a framework of general knowledge about management events.</p> <p>Students will be able to understand and use trends practices learned through all stages of an event.</p>
<b>Learning outcomes:</b>	<p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- Ability to determine what is an event</li> <li>- Explain the basic concepts of event management</li> <li>- Develop a plan for an event</li> </ul>

	<ul style="list-style-type: none"> <li>- Responsible to manage, track and report the status of an event</li> <li>- Analyze the result of an event and develop lessons learned</li> <li>- Initiation, planning and development of an event</li> <li>- Determine the cost of the event and get resources</li> <li>- Check the event changes and to manage the risk of the event</li> <li>- Execute and conclusion of an event</li> </ul>
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**Burdened student contribution in (which is therefore must correspond with results Chat student caching)**

activity	hour	Day / week	Overall
Lectures and exercises	3	15	45
Practical work			
Contact hours/consultations with lecturer	2	2	4
Exercises in the field (study visits)			
Tests, seminars	1	2	2
Home work	1	8	8
Student's independent study time (library or home)	2	12	22
Final preparation for exam	3	5	15
Time spent during assessment (tests, quizzes, final exam)	3		3
Projects, presentations, etc.	1		1
<b>Total</b>			<b>100</b>

**Teaching Methodology:**

Lectures and exercises combined with case studies and class discussion

Lectures, individual work, seminar papers, pre exam, essays, discussions, workshops, session 1 simulation

**Assessment methods:**

Essay prepared and presentation 30%  
 Estimated final exam with 70% of the grade. The exam consists of questions with possible answers, open questions, and a case study.

**Literature**

<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Prof. Dr Muhamet Mustafa, Menaxhmenti i projekteve investive, Prishtine</li> <li>2. Suzana Panariti, Menaxhimi i projekteve- Teori, raste Studimi dhe Ushtrime, Shtëpia botuese e librit universitar, Tiranë,</li> <li>3. Prof. Dr. Shyqri Kelmendi, Menaxhimi i Projekteve, Prishtinë 2011</li> <li>4. Materiale te pergatitura nga Dr. I. Krasniqi</li> </ol>
<b>Additional literature:</b>	<p>“Project Management: A Systems Approach to Planning, Scheduling and Controlling,” Tenth Edition, Harold Kerzner</p>
<b>Designed learning plan:</b>	
<b>Week</b>	<b>Turn lecture to be held</b>
Week One:	Event Management
Week two:	Logical Framework Management Event
Week Three:	Human resource Management
Week Four:	Start of Event
Week Five:	Integrated management
Week Six:	Development Event
Week Seven:	Cost and budget
Week Eight:	Evaluation of Event
Week Nine:	Quality Development
Week Ten:	Management Communication

Week Eleven:	Risk Management
Week Twelve:	Event Monitoring progress
Week Thirteen:	Management and Closing Event
Week Fourteen:	Completion of an Event
Week Fifteen:	Presentation and Evaluation Event

<b>Academic policies and rules of conduct:</b>
<i>Regular attendance, to maintain the peace and active engagement in dialogue during lectures and exercises is obligatory.</i>