

Sample Course Description

Dr. Rudin Beka

Faculty: Economic Faculty

Study program: Bachelor in Tourism

Course Title: Event Management

Course Credits: 6

Language of Instruction: Albanian/English

Course Description:

The course includes the principles and practices of event planning and organizing events in tourism destinations, meetings, conferences, or conventions, and prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations.

Course Goals:

- a) Understand the basics of event industry and analyze the events organized in Albania
- b) To acknowledge the terminology of event planning
- c) Identify main factors which influence event management
- d) Understand the event labor market
- e) Analyze the impact of events in destination tourism development

Course Requirements: An important goal of teaching is to develop the capacity for independent, analytical thinking and being able to report such thoughts. Students should participate in various class discussions, group projects, oral presentation, assignments, and a final exam. For the student is mandatory to attend 75 % of seminars and there is a maximum amount of self-reading, of lectures and additional cases given in the class.

Grading: The final grade is composed by:

- Final Exam: 70 points
- Groups Project: 20 points
- Activation during of the seminars: 10 points

Course Schedule: Course frequency

This course takes place in the first semester of the second academic year. There are 2 hours for the lectures and 2 hours of seminars per week (the semester is 15 weeks).

The Schedule of Activities is subject to change.