

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: Project management in cultural tourism (MKT103)			
Lecturer Miroslav D. Vujičić			
Status: Obligatory			
ECTS: 6			
Requirements: None			
Learning objectives: The objective of the course is to provide students with theoretical and practical knowledge on project management in the field of cultural heritage and cultural tourism and to master the project management methodology through all phases of the project cycle and the actual implementation of projects. Studying new trends, entrepreneurship programs, European and worldwide projects. Getting acquainted with forms of financing and co-financing, as well as creating projects in the field of cultural heritage and cultural tourism. The ultimate aim of the acquired knowledge is application to concrete examples in future practice.			
Learning outcomes: <ul style="list-style-type: none"> • Analyzing, planning and designing strategic development projects • Implementation of self-evaluation and external project analysis • The skill to create development projects • Identifying opportunities for financing projects • Knowledge of different funds and sources of financing • The skill of budgeting and risk assessment 			
Syllabus <i>Theoretical instruction:</i> Idea and creativity, Forms and types of projects (projects in Serbia, the Western Balkans, Europe and the world), Analysis of needs and setting up a project into a logical matrix, Defining target groups and relevant stakeholders, Basics of administration, Costing and budgeting, Risk assessment, Forming project team and human resources development, fundraising, project promotion – relations with surroundings, quality assurance (monitoring, evaluation - internal quality assurance process, audit), defining sustainability indicators, and their quantification, measurement results (effectiveness and efficiency), reporting, computer support in project management. <i>Practical instruction</i> Presenting examples of implemented projects, setting teams and selecting their own project and implementing all project management activities described in the lectures. During practical work, students will use the MS Project program for which they will be pre-trained.			
Literature <ol style="list-style-type: none"> 1. Лалић, Б., Марјановић, У., Миражић, Д. (2010): Водич кроз корпус знања за управљање пројектима (ПМБОК водич). ПМБОК/Факултет техничких наука – Нови Сад 2. Maylor, H. (2010): Project Management. Pearson Education 			
Weekly teaching load 4 (60)	Lectures 2 (30)	Exercises 2 (30)	
Methods of Teaching: a) method of oral presentation; b) visual presentation method; c) method of discussion; d) Textual method e) Illustrative-demonstration methods (Searching the Internet and standard library documentation, by defined topics).			
Grading method (maximum 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Practical skills	0-5	Oral examination	30-45
Colloquia	15-30	
Seminar paper	0-15		