

## COURSE DETAILS

|                                           |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------|-------------|--|
| <b>Course Title:</b><br>Event Planning    |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     | <b>Code:</b>                                |                                            | <b>Name of Programme:</b><br>Department of Recreation Management, Faculty of Tourism |                                                     |             |  |
| <b>Education and Teaching Methods</b>     |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      | <b>Credits</b>                                      |             |  |
| <b>Lecture</b>                            | <b>Application</b>                                                                                                            | <b>Lab.</b>                                                                                                                                                                                                                                                                                                                       | <b>Project/<br/>Field Study</b>     | <b>Homework</b>                             | <b>Other</b>                               | <b>Total</b>                                                                         | <b>Credit<br/>T+A+L=Credit</b>                      | <b>ECTS</b> |  |
| 28                                        | -                                                                                                                             | -                                                                                                                                                                                                                                                                                                                                 | -                                   | -                                           | -                                          | 28                                                                                   | 2                                                   | 3           |  |
| <b>Semester</b>                           |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   | Autumn                              |                                             | <b>Language</b>                            |                                                                                      | Turkish                                             |             |  |
| <b>Course Type</b>                        |                                                                                                                               | Basic Scientific <input type="checkbox"/>                                                                                                                                                                                                                                                                                         | Scientific <input type="checkbox"/> | Technical Elective <input type="checkbox"/> |                                            |                                                                                      | Social Elective <input checked="" type="checkbox"/> |             |  |
| <b>Course Content</b>                     |                                                                                                                               | Discussion of the problem of coordination of the sub-activities that constitute the event and the calculation of the total duration of the event. The weaknesses of the events. Factors that determine success or failure.                                                                                                        |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Course Objectives</b>                  |                                                                                                                               | To have knowledge about the relationship between recreation and space.                                                                                                                                                                                                                                                            |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Learning Outcomes and Competencies</b> |                                                                                                                               | A student taking this course<br>1-Has a general idea of what "activity" means.<br>2-Knows how to successfully coordinate sub-activities that constitute the event.<br>3-Becomes equipped about being cautious by knowing the causes of failure beforehand.<br>4-Learns the correct estimation methods of total duration of event. |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Textbooks and /or References</b>       |                                                                                                                               | Gürbüz, Ali Kemal. (2019) <u>Etkinlik Planlamasında Kritik Yol Analizi (CPM) ve Etkinlik Projelerinin Bazı Sorunları</u> . Ders Notu.<br>Harris, Jean. (2002). <u>Proje Yönetimi</u> . Çev: Mehmet Zaman. Hayat Yayınları. İstanbul                                                                                               |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>ASSESSMENT CRITERIA</b>                |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Theoretical Courses</b>                |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             | <b>Project Course and Graduation Study</b> |                                                                                      |                                                     |             |  |
|                                           | <b>If any,<br/>mark as (X)</b>                                                                                                | <b>Percent<br/>(%)</b>                                                                                                                                                                                                                                                                                                            |                                     | <b>If any,<br/>mark as (X)</b>              | <b>Percent<br/>(%)</b>                     |                                                                                      |                                                     |             |  |
| Midterm Exams                             | X                                                                                                                             | 40                                                                                                                                                                                                                                                                                                                                | Midterm Exams                       |                                             |                                            |                                                                                      |                                                     |             |  |
| Quizzes                                   |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   | Midterm Controls                    |                                             |                                            |                                                                                      |                                                     |             |  |
| Homework                                  |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   | Term Paper                          |                                             |                                            |                                                                                      |                                                     |             |  |
| Term Paper, Project Reports, etc.         |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   | Oral Examination                    |                                             |                                            |                                                                                      |                                                     |             |  |
| Laboratory Work                           |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   | Final Exam                          |                                             |                                            |                                                                                      |                                                     |             |  |
| Final Exam                                | x                                                                                                                             | 60                                                                                                                                                                                                                                                                                                                                | Other                               |                                             |                                            |                                                                                      |                                                     |             |  |
| Other                                     |                                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Week</b>                               | <b>Subjects</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 1                                         | Concepts of "Project" and "Activity": relationships: similarities; the differences between routines, projects and activities, |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 2                                         | Features and requirements of event projects                                                                                   |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 3                                         | CPM technique and benefits in general.                                                                                        |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 4                                         | CPM technique in event planning                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 5                                         | Solving the sample event planning problem with the help of CPM                                                                |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 6                                         | Solving the sample event planning problem with the help of CPM                                                                |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 7                                         | Midterm exam                                                                                                                  |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 8                                         | PERT technique and usage in event planning                                                                                    |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 9                                         | GANT table technique and usage in event planning                                                                              |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 10                                        | Comparison of PERT and GANT techniques with CPM                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 11                                        | Some general typical issues of activity projects                                                                              |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 12                                        | Causes of failure of activities                                                                                               |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 13                                        | Causes of failure of activities (cont.)                                                                                       |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| 14                                        | General evaluation of the semester subjects and examination.                                                                  |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Instructor/s</b>                       | Prof. Dr. Ali Kemal GÜRBÜZ                                                                                                    |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>e-mail</b>                             | akemalgurbuz@hotmail.com                                                                                                      |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |
| <b>Website</b>                            | http://www.balikesir.edu.tr/index.php/baun_eng/birim/rekreasyon_yonetimi                                                      |                                                                                                                                                                                                                                                                                                                                   |                                     |                                             |                                            |                                                                                      |                                                     |             |  |