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| **PROGRAM** | **Master of Business Administration**  |
| **SEMESTER**  | **IV** |
| **COURSE TITLE** | **Event Management** |
| **COURSE CODE** | **04MB0444** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hrs**  |

**COURSE OUTCOMES:**

* Understand the efforts needed to conduct an event of any nature and various activities related to human resources.
* Identify the responsibilities of an event manager or planner.
* Develop a timeline for event planning and a schedule of events.
* Able to undergo structuring and organizing work, scheduling of activities, leadership, creativity and innovation and event coordination.
* Analyze the opportunities of Event Tourism

**COURSE CONTENTS:**

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| Unit No | Unit / Sub Unit | Sessions |
| I | **Event**: Event, Scope of the Event, Events Types, Characteristics of conferences and conventions – Requirement of Event Manager, Analyzing the events, Decision-makers, Technical Staff, Developing Record-Keeping Systems, – Growth and development of the industry – Impact on local and national communities- Laws & Statutory requirements. Role of Event Management firms | 9 |
| II | **Event Marketing**: Clients - Sponsorship - Brands – Professionals – Advertising & Publicity. Practices in Event Management – Development of Event Marketing plans – Event promotion for future. | 8 |
| III | **Event Financing:** Budgeting an event – Preparation – Estimating fixed and variable costs – Cash Flow – Sponsorships & Subsidies – Contract negotiations | 8 |
| IV | **Event Management**: Planning - Scheduling - Venue – Logistics – Customer care management – Celebrity endorsements - Coordination - Risk and Crises Management – Visit to State/National level events | 8 |
| V | **Market & Future trends**: Event Management Associations –Travel Industry fairs – Benefits of fairs – ITB, WTM, PATA Travel Mart etc., - Social and Government associations – Organizational and financial structures – International association market History, role and functioning of ICCA & ICPB. | 9 |

**EVALUATION**:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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| --- | --- | --- |
|  | Component | Weightage |
| A | Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc., | 20%(C.E.C) |
| B | Internal assessment | 30%(I.A) |
| C | End- Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

Text Books:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book  | Publisher | Edition and Year  |
| T-01 | Wagen & Carlos  | Event Management  | Pearson | Latest |
| T-02 | Sharma | Event Planning & Management  | Deep & Deep  | Latest |
| T-03 | K. Goyal | Event Management by Swarup  | Adhyayan Publisher  | Latest |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book  | Publisher | Edition and Year  |
| R-01 | Meegan Jones | Sustainable Event Management: A Practical Guide | Routledge | Latest |
| R-02 | Savita Mohan  | Event Management & Public Relations  | Enkay Publishing House.  | Latest |
| R-03 | Judy Allen | The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events | John Wiley & Sons | Latest |