

<b>PROGRAM</b>	<b>Master of Business Administration</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE TITLE</b>	<b>Event Management</b>
<b>COURSE CODE</b>	<b>04MB0444</b>
<b>COURSE CREDITS</b>	<b>3</b>
<b>COURSE DURATION</b>	<b>42 Hrs</b>

### 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:

Unit No	Unit / Sub Unit	Sessions
I	<b>Event:</b> 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	<b>Event Marketing:</b> Clients - Sponsorship - Brands – Professionals – Advertising & Publicity. Practices in Event Management – Development of Event Marketing plans – Event promotion for future.	8
III	<b>Event Financing:</b> Budgeting an event – Preparation – Estimating fixed and variable costs – Cash Flow – Sponsorships & Subsidies – Contract negotiations	8
IV	<b>Event Management:</b> Planning - Scheduling - Venue – Logistics – Customer care management – Celebrity endorsements - Coordination - Risk and Crises Management – Visit to State/National level events	8
V	<b>Market &amp; Future trends:</b> 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:

	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