

Course Code	COM2FM106 (2)				
Course Title	EVENT MANAGEMENT				
Type of Course	Multi Disciplinary Course				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A basic understanding of various aspects of management				
Course Summary	This course familiarises the students about the basic principles and practices of event management.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Acquire knowledge on the basics of event management.	U	C	Quiz/ Assignment/ Seminar Examination
CO2	Develop basic skills for conducting events	Ap	P	Quiz/ Assignment/ Seminar/ Examination
CO3	Demonstrate the process of staging managing events.	Ap	P	Project

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Events		8
	1	Meaning and of definition of events	1
	2	Characteristics and advantages of events	1
	3	Broad classification of events	2
	4	Essential Qualities and Skills required for Event Manager	1

	5	Role of an Event Manager	1
	6	Five Cs of event management	1
	7	Event management as a career	1
II	Concept and Design of events		9
	8	Developing Event Concept	3
	9	Analyzing the event concept	3
	10	Designing the event	2
	11	Logistics of event concept	1
III	Staging an Event		11
	12	Choosing an event site	3
	13	Developing theme	3
	14	Conducting rehearsals	1
	15	Providing services	1
	16	Arranging catering	2
	17	Managing the environment	1
IV	Event close-down and evaluation		8
	18	Closedown	3
	19	Event evaluation	2
	20	Sources of information for evaluation of event	2
	21	Event divestment and legacies	1
V	Open Ended Module-MICE in India		9
		Components ,significance and role of MICE	
		MICE Destinations in India	
		Current scenario of MICE In India	

References

1. Hoyle, L.H., CAE and CMP, (2013). Event Marketing. India: Wiley India Pvt Ltd. • Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London : CABI
3. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.