

SYLLABI FOR UG MINOR VOC (NEP): EVENT MANAGEMENT

Semester-. 4th

Name of Program	Not to be filled	Program Code	Not to be filled
Name of the Course	Event Management	Course Code	25JMC404MV01
Hours per Week	4	Credits	4 (L:3 T:1 P:0)
Maximum Marks	Theory= 70 Internal 30 Total Marks= 100	Time of Examinations	3 Hours
Note: Examiner will set nine questions and the candidates will be required to attempt five questions in all. Question number one will be compulsory containing short answer type questions from all units. Further, examiner will set two questions from each unit and the candidates will be required to attempt one question from each Unit. All questions will carry equal marks.			
Course Learning Outcomes (CLO): CLO 1: Student will be able to understand the concept of Event Management in all its aspects. CLO 2: Students will acquire understanding of conducting/ organizing special events for organizations/ institutions. CLO 3: Students will acquire knowledge and competencies to organize and promote various events. CLO 4: Students will acquire skills and techniques for successful execution of special events. CLO 5: Students would be able to assess the quality and success of special events.			
Unit 1: <ul style="list-style-type: none"> • Event Management- An Introduction, Types of Events • Overview of Event Industry, Career opportunities in Event Management • Scope and Importance of Events • Basics of Events, 5 C's of events, Qualities and Skill- set for effective event management 			
Unit 2: <ul style="list-style-type: none"> • Organizational Aspects in Event Management • Event Conceptualization and Designing, Target Audience Finalization • Event Logistics- venue selection, guest list preparation, catering, seating & accommodation arrangements, miscellaneous logistical arrangement. 			

- Event Production Aspects- Theme, Décor, Stage Set- up, lighting, sound, visual effects etc.

Unit 3:

- Planning, preparing Event Proposal, conducting pre- event research
- Budgeting & financial aspects of Event(s), Seeking sponsors/ sponsorship
- Media Arrangement Plans- Print Media, Electronic Media, Digital Media
- Crisis Management Plan of Event(s)

Unit 4:

- Advertising and Marketing Tools/ Plans for Event(s)
- Promotional Tools & Techniques for Events, Preparing Press Release for Media Coverage of Events
- Event Evaluation (post- events), Media Coverage Analysis
- Feedback process and analysis by/ from stake holders, future take-aways

References:

- Ruth Dowson, Bernadette Albert, Den Lomax- Event Planning and Management: Principles, Planning and Practice (Kogan Page)
- Dr. Hoshi Bhiwandiwala, Bhavana Chaudhari- Event Management
- Deepak Swaminathan- The Art of Building Experiential Events: An Event Designers Almanac
- Anukrati Sharma, Shruti Arora- Event Management and Marketing & Theory, Practical Approaches and Planning
- Kaushlendra S. Singh- Event Management: Principles and Methods
- Sandeep Sharma- Event and Entertainment Marketing
- Sanjaya S. Gaur, Sanjay Saggere- Event Marketing and Management