

SEMESTER: V	
COURSE NAME: EVENT MANAGEMENT	
COURSE TYPE: MINOR	COURSE CODE: B3BMS2355
CREDIT: 4	FULL MARKS: 100

LEARNING OBJECTIVES:

This course aims to provide students with an initial understanding about the event management industry, planning and design of events and starting and managing an event management company as an entrepreneur. The curriculum will focus on various Indian perspectives, and cases related to International and National events.

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to:

1. Understand about the emergence and growth of event industry in India and different types of events.
2. Plan and design different types of events.
3. Start an event management company after having clarity about the functions involved in an event management company.
4. Acquire knowledge and understanding about developing and selling sponsorship proposal successfully for various types of events.

DETAILED SYLLABUS:

Unit 1: Introduction to Event Management (13L)

- Definition of Events
- Concept of Event Management
- 5 Cs of events, Key elements of events (Event Infrastructure, Target Audience, Clients, Event Organizers, Venue and the Media)
- Emergence and Growth of the event industry in India
- Characteristics of Events
- Types of Events (Sporting events, Cultural Events: Festivals and Fairs, Charitable and Fund-raising Events, Social and Personal / Life-cycle Events, Corporate / Business and Trade Events)

Unit 2: Event Planning, Design, Implementation & Evaluation (11L)

Event Planning [6L]

- Meaning of Event Planning & Importance
- Planning for 3Ws of Events – When (Planning for Date & Time), Where (Planning for Venue of the event), and Who (Planning for the organizers, sponsors, clients, and Target Audience)
- Activities in Event: Pre-event activities, During-event activities, and Post-event activities.

Event Design [3L]

- Meaning
- Principles of Event Design
- The Seven Facets of Event Design

Event Implementation & Evaluation [2L]

- Event Coordination & Execution
- Event Evaluation

Unit 3: Starting and Managing an Event Management Company (13L)

- Environmental Assessment: Micro & Macro factors
- Business Plan: Meaning, Developing a Business Plan for an Event Management Company
- Roles and Competencies required by an Event Manager in the 21st Century
- Human Resource Management: Basic concepts about Recruitment, Selection, Orientation, Training & Development, Performance Appraisal & Compensation
- Marketing: 8Ps of event marketing, basic concept of STP, Event Promotion- Concept of IMC & elements of IMC. PR activities- Press Release & Press Conference & Concept of Flash Marketing System (FMS)

Unit 4: Sponsorship for Events (15L)

- Concepts of Sponsor & Sponsee
- Developing an Effective Sponsorship Proposal for Events
- Selling sponsorship proposal- Steps to be followed in the Selling Process & Knowledge Required in Selling Sponsorship Proposal
- EEMA: Basic Concept in terms of Activities Performed, Members of EEMA & National leadership team.

Case Studies *(As relevant and applicable to all the above units)*

- Reputed Event Management Companies & Sports Management companies.
- International & National level Sports Events, Entertainment events, Fairs & Festivals, Cause Related Events etc.

SUGGESTED TEXTBOOKS/ READING MATERIALS:

- 📖 Bhatia, A. K. Event Management. Sterling Publishers.
- 📖 Dowson, R., & Bassett, D. Event Planning and Management. Kogan Page.
- 📖 Sarraf, R., & Preeti, D. A Textbook of Event Management: From Concept to Completion. Astitva Prakashan.
- 📖 Sharma, A., & Arora, S. Event Management and Marketing: Theory, Practical Approaches and Planning. Bharti Publications.
- 📖 Stephen, A., Chauhan, N., & Gupta, N. R. Event Management. Himalaya Publishing House.
- 📖 Van Der Wagen, L. Event Management. Pearson Education.

The latest editions of the textbooks listed above may be referred.