

CBCS Syllabus for F.Y. B.Com. Semester I (2019 Pattern)

Name of the Programme	:	
Programme Code	:	
Class	:	
Semester	:	
Course Code	:	CC050
Course Title	:	Event Management
No. of Credits	:	02
No. of Teaching Hours	:	32

Course Objectives:

1. To impart the knowledge of event management.
2. To know about different types of event management skills and techniques.
3. To make aware about the management techniques applicable in India.
4. To instils the knowledge about management procedures and applications of various techniques in India.
5. To impart the knowledge of event management tools and techniques in professional and practical life as such.
6. To know about the execution of management skill in reality while conducting event.
7. To acquaint them with the real time events at different levels and places.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Impart the knowledge of event management concepts and principles.
- CO2. Know about different types event managements in real life.
- CO3. Aware about the event management tools and techniques.
- CO4. Instils the knowledge about event management procedures, methods and techniques.
- CO5. Impart the knowledge of event management strategies required for day to day life and professional life as well.
- CO6. Know about the various tools required in the event management.
- CO7. Acquaint students with the recent trends in the field of event management.

Topics and Learning Points

UNIT 1: Introduction to Event and Event Management

08 Lectures

- 1.1 Introduction and Definition of Event,
- 1.2 Event Designing, 5 C's of Events, 5 W's of Event,
- 1.3 Types of Events, Categories of Event and its characteristics,
- 1.4 Objectives of Event Management,
- 1.5 Problems associated with traditional media.



UNIT 2: Facets of Event Management**08 Lectures**

2.1 Event Infrastructure: Core Concept, Core People, Core Talent,

2.2 Core Structure. Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers,

2.3 Locating Interaction Points, Banners, Displays etc., at the Event,

2.4 Preparing the Company's Staff for the Event, Post-event Follow-up. Event Organizers:

2.5 Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event. Venue: In-house Venue, External Venue.

UNIT 3: Execution of Event**08 Lectures**

3.1 Networking Components: Print Media, Radio Television,

3.2 The Internet, Cable Network, Outdoor Media, Direct Media.

3.3 Types of promotion methods used in events:

3.4 Sales Promotions, Audience Interaction, Public Relations, Merchandising,

3.5 In-venue Publicity, Direct Marketing, Advertising, Public relations.

3.6 Activities in Event Management: Pre-event Activities, During event

3.7 Activities, Post-event Activities. Functions of Event Management: Planning,

3.8 Organizing, Staffing, Leading and Coordination, Controlling. Event Management Information System.

3.9 Technology in Event Management.- Role and Importance.

UNIT 4: Strategies of Event Management**08 Lectures**

4.1 Strategic Approach. Critical Success Factor Analysis.

4.2 Strategic Alternatives Arising From Environmental Analysis:

Maintenance Strategy, Developmental Strategy, Preemptive Strategy, Survival Strategy.

4.3 Strategic Alternatives Arising from Competitive Analysis:

4.4 Sustainment Strategy, Rebuttal Strategy, Accomplishment Strategy,

4.5 Venture Strategy. Strategic Alternatives Arising from Defined Objectives.

References:

1. Strategic Event Management – By Fred R. David , Forest R. David
2. Strategic Event Management – By Dr.C.B.Gupta
3. Introduction to Event Management – Dr. Arun Ingale, Success Publications

